

Los Angeles Graphic

Vol. L—No. 6

Los Angeles, February 3, 1917

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LOS ANGELES GRAPHIC

February 3, 1917

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TWENTY-SIXTH YEAR OF PUBLICATION

CHARLES LAPWORTH : : : EDITOR

INVASION OF SOUTHERN CALIFORNIA

ALL indications are that February will be a record month for Southern California, in the number of visitors and tourists from the east and middle west. And the fact that this multitude of pleasure seekers is invading us may not be ascribed to the war, for even in peace times very few Americans brave the rigors of the Atlantic trip to seek pleasure amid the rain and mud of European countries. Just as it always has done California is attracting on its own merits, and what those merits are we venture to say many an easterner can recite more readily than a native son. It sometimes requires that the Californian, who has fallen into the habit of accepting the wonderful country and its equable climate without any further appreciation than his acceptance of the cosmos or the everyday rising of the sun, shall visit back east in order to understand something of the psychology of the easterner's attitude toward California. And it goes without saying that when he does get experience of the cold facts of below zero statistics he readily grants that "there's no place like home."

We would explain to our regular readers then that this double number of The Graphic is printed in order to meet in some measure the increasing demand from the east for information. Letters are coming to us in large numbers asking questions about Southern California, its climate, boulevards, clubs, hotels and accommodations. Recently we received a letter from a business man in Lewiston, Maine, asking how much of the state he and his wife could see at an expense not to exceed fifteen hundred dollars. A manufacturer in Massachusetts asks us about hotel accommodations and the expense of an automobile by the month. A prominent real estate man in New York asks if he can live out here on the income from forty thousand dollars. A well-known Chicago publisher who has been visiting Florida each year wants to know what the weather is here in April, May and June. A young literary man wants to know about golf. A retired business man asks the price of gasoline, garage charges and the rent of an apartment for three months for two people. The governor of an eastern state requests information in general about Southern California as a winter resort and two days later the governor of a middle state asks practically the same question. In this number we have endeavored to answer some of these questions in a general way, being, however, ever mindful of the saying about the difficulty confronting those who seek to paint the city or gild refined gold.



A Moderately Busy Session

FLOOD CONTROL

WHATEVER other problems are being considered for the public welfare in Los Angeles, there should be the keenest interest in the proposition to vote \$4,500,000 bonds for flood control in Los Angeles County, to be submitted to the electors on February 20. It is of extreme importance and ought to be carried by no uncertain majority.

It will build a system of check dams in the mountains and reservoirs that will store and conserve the flood waters for useful and beneficial purposes, thus conserving for future generations of Los Angeles county, millions of dollars of assessed valuations, and reducing the rate of taxation for all purposes. The city of Los Angeles will be enabled to obtain Federal appropriation of \$1,080,000 for harbor development, already made, that cannot be used until rights of way and maintenance charges are provided, which will be financed by this bond issue.

It will prevent the tie-up of business by flood damage to railway lines and highways, such as caused a loss to the business interests and wage earners of Los Angeles in February, 1914, conservatively estimated to be at least \$2,500,000 or more than one-half of the proposed bond issue. It will provide official channels from the mountains to the ocean, so that all flood protection work can be done hereafter on one general plan instead of the piecemeal work of the past, upon which a great deal of money has been wasted in this county. It will insure at once those great community ends, harbor protection, conservation of water resources, conservation of soil resources, and the removal of the menace of floods which destroy public and private property, interrupt communication, paralyze business, and solve the problem of flood protection without resorting to special assessments, which would prove impractical, unjust and extravagant for this class of work.

J. H. Walter, the Seattle-Tacoma flood control engineer, has been in Los Angeles for two weeks, conferring with Engineer James W. Reagan of the Los Angeles county flood control district, and he says:

"The most apparent difference between the fairly good plan of Seattle and Tacoma, and the plan of Los Angeles county, is that Los Angeles county will build all of its great flood control unit at one time and afford protection now when it is sorely needed, while the northern counties can only build a part, and leave the remainder for gradual improvement at the rate of expenditure of \$50,000 per year."

ARMY AVIATORS PUNISHED ENOUGH

WHETHER or not the army aviators, Lieutenants Bishop and Robinson, are court-martialed for acting without orders in their unfortunate flight into Mexico will matter little. What they saw on the burned out plains of Sonora was punishment enough for all their sins, active and potential. They aimed to reach the Imperial valley, a straight flight of ninety miles over a mountain range, but a high wind caught them and they drifted, but could not tell in which direction. They caught a glimpse of a lake, which they assumed was the Salton sea, that vast inland body of water which was made ten years ago by the run-away Colorado river.

What they doubtless saw was Crater lake, in the Superstition mountains, and when they landed to get their bearings and broke their machine they found themselves in the midst of a desolation so complete words do not describe it. The inhabitants of this expanse of desert are a few scattered Indians, who live on mud and shell fish out of the lake, which, as its name implies, is in an extinct volcano top. At all points of the compass stretches desert, dry, still, covered with sparse patches of mesquite, level as a floor and lifeless until it reaches its rim of burned out mountains, which hem it in. In one direction is civilization, but which? Those hours were punishment enough.

Death skulks everywhere on the desert. One careless act of forgetting the canteen, or losing the compass, one wrong move, and there is no remedy unless a miracle happens.

"CRUDE AND IMPOTENT"

"SIR Rabindranath Tagore is a Bengali poet whose merits have dazzled the western world without quite convincing it," says the Boston Transcript.

"While we are all interested in his poetry, most of us have a feeling that after all he may be merely a great Indian among western writers, and a great western writer among Indians. But there is no denying the novelty and charm of his writings, as we read and partially understand them in this part of the world. Sir Rabindranath has just sailed from San Francisco for Calcutta, after a distinguished and remunerative lecturing and reading trip through the United States; and in leaving us he has thrown back to us from the steamer's deck a rare flower of criticism. To a press interviewer he said that while America gives promise

through its economic conditions of becoming the greatest nation in the world, he really 'could not see much but impotence and crudeness' in the Americans with whom he had come in contact.

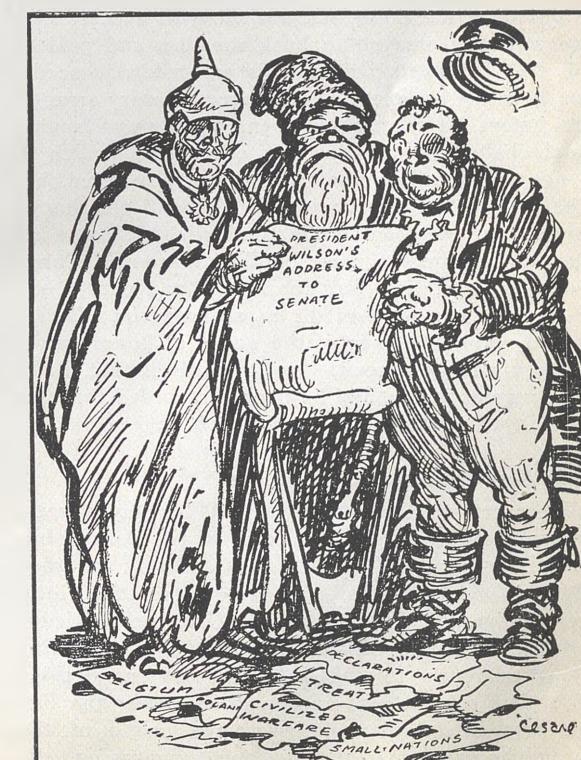
"Impotence and crudeness; the phrase piques the curiosity without conveying much meaning, as Sir Rabindranath's poetry does. The crudeness we know all about. We are nationally as crude as an elevator-full of wheat, a year's output of ore from a gold mine. But as to the impotence, is that which is going to make us the 'greatest nation in the world' an impotent thing? Perhaps. We are not wise in meanings, as they of the East. Sir Rabindranath may mean that we are spiritually impotent, spiritually unproductive. That we could not deny. Yet what, alas! is India now producing spiritually? In the literature of Sir Rabindranath himself we are getting nothing more, apparently, than a reflection of the fashions of the west, upon which a certain lurid temple light has been thrown. We must await an exposition of the poet's meaning. Perhaps his purpose in throwing out the suggestion was to make us await that exposition attentively, receptively, naively. Or in other words, and to speak crudely, he may be 'stringing us'."

BELGIUM'S DIRE NEED

PROFESSOR BRACKETT, head of the astronomical department of Pomona College, who has just returned after seven months' work in Belgium, says that nine million Belgians would face starvation within a month if the work of the American Commission for Relief in Belgium was to stop, and that even as it is, a large proportion of the Belgian population is decidedly underfed. And we had further distressing evidence of this in the meeting held the other night at Blanchard Hall.

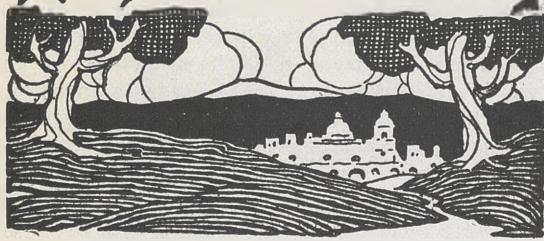
We have given \$8,000,000 for the relief of Belgium, and we have boasted of our generosity. We have talked as if we were the saviors of Belgium. But Belgium is starving today. Our \$8,000,000 was but a pittance compared with the desperate need it had to supply. It is but a trifle compared with the relief extended by others who have all the additional burdens of their own suffering to bear. The British government is giving Belgium \$5,000,000 a month; French institutions are giving \$2,000,000 a month; the British people are subscribing \$500,000 a month—in all \$7,500,000, or nearly as much every month as the total of prosperous America's gifts for the duration of the war. There are 10,000,000 people to care for and not \$1 a month for each of them. The Belgians are doing everything in their power to help themselves, but it is little they can do. More than 1,250,000 children are slowly dying for lack of sufficient nourishment. George Barr Baker, member of the Commission, pleads for enough to give these children—who get one meal a day, and that a bare ration—an additional meal of a biscuit and a cup of cocoa. Will America give it?

Can we, who have grown rich beyond all dreams of national wealth, afford to rest content with that \$8,000,000? Surely not when we consider, with a blush of shame, that practically every dollar of it, and every dollar of what Britain and France have given, has been spent in the United States to purchase the food that Belgium needs. More help for Belgium. Let America give it—not another \$8,000,000, but \$1,000,000 a month as long as the need lasts.



"Humanity! Isn't That What We're Fighting For?"

By the Way



Was Robert Thinking of Henry?

In a smartly turned article vindicating the "small town critic," in the mid-winter annual of the Dramatic Mirror, Robert Ordway Foote, erstwhile associate editor and dramatic critic on The Graphic but at present city editor and dramatic critic of the Richmond (Virginia) Evening Journal, takes occasion to describe the despised species under discussion as frequently finding pleasure in wearing "a Van Dyke, a flowing tie and tweeds" and being otherwise "daringly Bohemian." Can it be Bob had Henry Christeen Warnack of the Times in mind when he thus pictured a small town critic? Probably not. Not because Los Angeles is out of the "small town" class, for we learn with some little surprise that it is so regarded in the east along with Cleveland, but because he specifically denotes Henry as one of the "really intelligent small-town critics," for whom a certain disgruntled New York producer who started the discussion in the first place must "cross his mental fingers" in making his complaint. As to the "tortoise-shell glasses"—fits the local dean of dramatic criticism, Otheman Stevens of the Exadiner, pretty well. So it is a composite, general picture and merely indicates that Robert is homesick for California.

Possibly What It Seemed Like

Orrin L. Chaffin, assistant manager of the U. S. Grant Hotel at San Diego made his home in Maine for many years, and doesn't mind confessing it. A guest registering at the hotel from that remote eastern land the genial assistant manager asked him if he happened to know the town of Lewiston. "Oh yes," came the reply, "I spent a month there one Sunday several years ago."



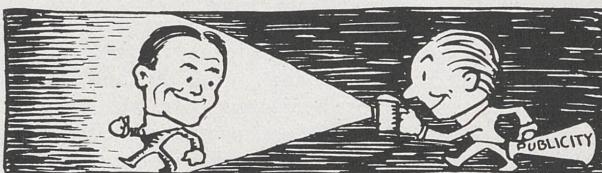
Smile That Wouldn't Come Off

The banquet had been spread as the Alexandria knows how, and in the reception room waited one of the jolliest, hungriest crowds I have seen. It was made up of the Honorable Company of Merchants and Manufacturers and they talked and laughed with a fine show of nonchalance concerning the good things to come. But one bunch had to be forcibly restrained from entering the banquet hall. First there was a gentle sort of a roughhouse, and soon there was a merry free-for-all scuffle, entered into with the right kind of before-meal spirit. "The gangway for 'B. H.'" was ordered, and Mr. Dyas, with important business to transact, sought to pass the portal. But the forward line guarding the door was flushed with success over those who had essayed to buck the line, and paid no heed. "B. H." explained that his presence was needed urgently in the banquet hall to make necessary arrangements before the show could open. But he was laughed at and challenged to show his credentials, which he had not any. And so the roughhouse proceeded, but, as the minutes went by, with "B. H." still wearing an exasperatingly pleasant smile that wouldn't come off. At last the stentorian voice of Toastmaster McComas roared "Enough! Gangway for B. H." and with a bow that would have done credit to an emperor, "B. H." passed through the lines of the guard of honor, which then unanimously agreed: "Be it resolved that B. H. is a jolly good fellow, and be it duly recorded that it is impossible to capture said gentleman's angora."

Carl McStay Discusses Good Roads

"Wherever the shiny dome of Carl McStay appears then you may know you will hear of the Automobile Club of Southern California and the matter of good roads." In words of this character did the genial local representative of the Automobile Club acknowledge before the Women's City Club recently a noticeably growing tendency toward baldness and a decided hobby. His subject was appropriately along the line of his greatest interest, relating to the origin of the Club and its present operation, now embracing the maintenance of twenty information bureaus for motorists and thirty-three offices in the thirteen counties of

Southern California and the employment of a hundred and eighteen persons. Through these centers of information tourists are directed by maps, route books and a system of guide posts throughout the state; while cars are handled in shipment from the east. Mr. McStay said that already this season three hundred motor cars had been booked through them for shipment here, and upon arrival were re-assembled and placed in smoothly running condition for the incoming guest at a nominal fee. Prior to 1900 there was a loose organization known as the "horseless carriage" club, the original circle including four automobile owners. It was with trepidation that the "long and dangerous trip from Los Angeles to Pomona was first attempted by twelve machines, only two of which were able to make the return trip." Compare that with the present status of affairs when the state already has 2,300 miles of good roads, that are the wonder of the whole country, largely due to the efforts of the Southern California Automobile Club; soon to be brought to 3,000 miles and an appropriation recently by the state of \$15,000,000 for the State Highway; to the present-day enrollment in the Club of 10,000 members and the universal practice of motoring at all seasons of the year up and down the state which marks the work of the Club not as a luxury but almost a necessity in state prosperity. "We are endeavoring to live down the reputation of trying to take from the visitor all that he brings with him.



Friends of "Doug" Fairbanks

Adulation from the public is something that most of our actor friends expect—and a few of the especially favored receive it, but not many in the same way that I saw it showered on my friend Douglas Fairbanks the other night in a Hollywood picture theater. Like myself, Douglas dropped in to enjoy his ten cents worth of screen amusement. He took a seat well in the rear, trusting to the subdued light, I imagine, to keep out of sight. But he had not figured on the keenness of vision of a certain youngster of, I should say, about nine summers. As the lights went up between the showing of two pictures, this lad, who was seated in a group of about a dozen boys and girls of his own age, turned in his seat and spied Mr. Fairbanks, whose face undoubtedly was as well known to him as that of his school teacher. "Oh, there's Douglas Fairbanks," he cried out, at the same time rising and pointing a finger at the surprised movie star, whose acting, above all others of his craft, I believe, appeals to the juvenile imagination. That cry was enough! In a jiffy it was taken up by others. Then, before Mr. Fairbanks could escape, six or seven of them (I counted that many) left their seats and hurried to where the actor sat. One little girl climbed into his lap, while another took his hand. All of them had questions to ask. The whole proceeding happened quickly, almost before the audience was aware of what was going on, and for a time it seemed to overshadow interest in the "five-reeler" on the screen. Finally Fairbanks himself restored the balance by rising, bidding his little friends a hearty goodnight, and slipping from the playhouse.



"Reception" to Leo Starr

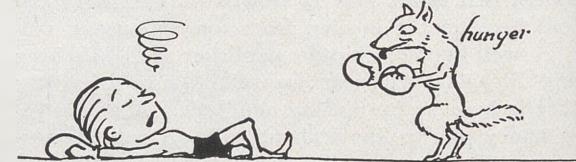
In relating this story of a recent experience of Leo V. Starr, popular manager of the local Willys-Overland automobile agency, I feel that I can rely on his well known good nature to grant me full forgiveness if the details are not strictly in accordance with the version of a mutual friend. It seems that Leo not long ago went east to attend the annual meeting of the Overland agents and factory managers. When the east-bound train reached Reno it was boarded by an officious-looking deputy sheriff, who drew a "warrant" from his pocket and demanded, in tones that seemed unnecessarily loud, to know whether "Leo V. Starr of Los Angeles" was on the train. Leo stood up and admitted that that was his name; whereupon, to his amazement, the deputy informed him that he was "under arrest." "Under arrest," demanded Leo. "What for?" "For misrepresenting a matter in Los Angeles," he was told. Leo protested that a mistake had been made, but the deputy, I am told, stiffened up with that well known "he-seen-his-duty-and-he-done-it" air and insisted on Leo leaving the train and accompanying

him to the "police station." Knowing his innocence of wrong-doing and believing that an explanation to the authorities would set him right, Leo complied, and the two men marched up town. The journey ended at the local Overland agency, where a group of automobile men, all personal friends of Leo, awaited the "prisoner." When explanations were made, Leo found himself in the center of a reception committee of local auto dealers, who had hatched up this little plot on our friend with the idea of keeping him in their midst for a day or two. And this is exactly what they did.



Our Latest "Perfect Man"

Al Treloar must look to his hard-won laurels as "America's Most Perfect Man," meaning physical, of course. I hear that the widely known physical director of the Athletic Club has a rival whose cheek not only bears the blush of youth but whose physical specifications are sufficiently proportionate and symmetrical to win him acknowledgment as our latest offering in the line of "the most perfect man." This youth of classical lineaments is F. Vance Veith, swimming instructor at the L. A. A. C., who has lately won considerable fame for his teaching of the fair sex the art of natation. It was one of his fair pupils, too, I learn, who discovered Vance as an acceptable offering to the altar of our admiration of manly physical perfection. This young miss, it seems, is an art student, and being convinced that her swimming instructor's mould would in no way suffer by comparison with the Spartan and Greek youths of old, she straightway communicated her belief to a local newspaper friend. This friend hustled up to the L. A. A. C. Plunge, applied the tape to Veith's outlines, and lo and behold, the world had discovered a new "perfect man." Treloar, as I remember, won his title as "the most perfect man" in an international contest at Madison Square Garden, New York, some twelve or fifteen years ago. A prize of \$1,000, put up by a physical culture magazine, went with the title, of which he has remained in undisputed possession up to the advent of young Veith. It may be that some of us can persuade the appreciative officials of the L. A. A. C. to offer a prize which may be competed for, not only by their own Treloar and Veith but other ambitious Southern California physical culturists seeking honors for physical perfection.



The Spirit We Like To See

If you still believe that the possessor of a manly spirit must also have a Bradstreet rating, read this about the 24-carat performance of a newsboy that came under my eyes at the Los Angeles Athletic Club the other night while I was enjoying, along with several hundred other members, the monthly "Club Night" program over there. We'll call this boy Joe, although he answers to another name. Joe is a member of the Newsboy's Club. He is one of an army of youngsters whose business in life is to peddle newspapers and who grow up without any special courses in home-training and manly courage. Joe, looking rather pale and underfed, climbed into the Club's boxing ring and faced a Pasadena youth who bore evidence of careful training and plenty of home-cooking. Joe out-boxed his sturdy opponent and won the prize, a silver cup worth \$15. While he was doing it, though, I noticed what looked like near-collapse several times. He was fighting on his nerve alone. Going to the dressing room after the show, I inquired of one of Joe's seconds: "What ailed your boxer? He seemed about to collapse there in the ring!" The boy paused before answering. He seemed about to remind me that the profession of newsboy has its drawbacks in a city where many readers prefer to borrow their neighbor's evening paper rather than spend the requisite penny for one of their own. "Mister," he said, "Joe's been eatin' sinkers and coffee all week instead of gettin' his three squares. An' tonight us newsboys had to kick in thirty-five cents to buy him a meal so as he'd have pep enough to get in that ring."

Bruce Ormsby Bliven, Professor of Journalism at the University of Southern California, has been given leave of absence for six months to go to New York for special editorial work commissioned by "Printers Ink."

Poet of Democracy

By Marguerite Wilkinson

WILOFRID WILSON GIBSON is in this country and was the guest of honor at the annual dinner of The Poetry Society of America. Simultaneously with his arrival in New York The Macmillan Company has published a new book of "dramatic reveries" called "Livelihood." This book was not needed as an evidence of Mr. Gibson's power as a poet, for he is already recognized by the discerning as one of the very greatest living poets of democracy. Perhaps Masefield is the other.

To Mr. Gibson all men and women are human beings and if one can judge by his poetry, he is no "respecter of persons." If he writes about the poor they seem to be normal men and women. He has not gone slumming and come back with a feeling of having "seen life." Never does any strident note of insincerity clamor for our attention. He writes as if it were a part of his manly sense of honor not to misrepresent a world of men and women whom he has known well as friends. Mr. Gibson contents us well ethically and artistically because he is not striving for effect and endeavoring to stimulate the jaded taste of those who have never earned livings by offering them a little proletarian excitement, nor is he editorializing on the woeful lot of the humble after the manner of the sentimental popular poet. He is simply giving back the clear, reflected light of the beauty and pathos in a world he knows well.

It is a good world that Mr. Gibson knows. It is a world in which husbands and wives are strong mates for one another and labor together and love with great, dumb, unerring love. It is a world in which men dream dreams for their little sons and daughters and, in the dark pits of the mines, or between the lines on the field of battle, think tenderly of their mothers or their sweethearts or their children. It is never a world in which pathological specimens of mankind vie with one another in the business of displaying their sick souls.

Therefore, although this book is not needed as an additional evidence of the clean-cut vigor and beauty of Mr. Gibson's work it is much needed as the strong spiritual wine of real poetry is always needed, by men and women like ourselves, whose craving for poetry is all too often fed on the specious caviare of sensational poetasters or on the pretty-pretty concoctions of sugary froth turned out daily by over-nice conservatives.

Several of the poems in this book have already been published. One of them, "In the Orchestra," appeared in Poetry some time ago. The book is dedicated to his daughter, Audrey, in the following lines that have quaint humor and dignity.

Audrey, these men and women I have known
I have brought together in a book for you,
So that my child, some day when she is grown
May know the friendly folk her father knew.

Wondering how fathers can be so absurd,
Perhaps you'll take it idly from the shelves,
And, reading, hear, as once I overheard,
These men and women talking to themselves.

And so find out how they faced life and earned,
As you one day must earn, a livelihood,
And how, in spite of everything, they learned
To take their luck through life and find it good.

And, maybe, as you share each hope and fear
And all the secrets that they never told,
For their sake, you'll forgive your father, dear,
Almost for being so absurd and old.

And may it somewhat help to make amends
To think that, in their sorrow and their mirth,
Such men and women were your father's friends
In old incredible days before your birth.

Laurence J. Gomme has published a volume of drinking songs, love poems, poems for children, and clever satirical verse by Hilaire Belloc. The most interesting and astonishing thing in the book, however, is an introduction by Joyce Kilmer. In it Mr. Kilmer makes a few remarkable remarks about Science and modern thought with which he and Mr. Belloc do not seem to be strongly in sympathy. Mr. Kilmer quotes the following stanza from one of Mr. Belloc's poems.

"Life is a veil, its paths are dark and rough
Only because we do not know enough:
When Science has discovered something more
We shall be happier than we were before."

Life may be a veil, of course, and its paths are dark and rough, doubtless, but a scientist would be wondering how a veil can have paths. But, says Mr. Kilmer, "Here we find the directness and restraint which belongs to great satire." And he goes on to tell us that "robustuous practical gentlemen with very large eyes, great favorites with the women's clubs" preach this doctrine from "rationalistic pulpits." I never heard

science preached with any degree of accuracy except in a class room and in direct contact with Nature and the out of doors. And I never saw a "rationalistic" pulpit and don't know a robustuous practical gentleman with large eyes. But, with all due allowance for the clever satire of this little bit of Mr. Belloc's verse are there not certain things to be said for it in all seriousness?

When I first read it it brought to mind the music of words more ancient, more beautiful and far more familiar. I could not remember at first where I had heard this same old argument of the value of knowledge to human happiness used. But I found it at last in the eleventh and twelfth verses of the thirteenth chapter of St. Paul's Epistle to the Corinthians. "When I was a child, I spake as a child, I understood as a child, I thought as a child; but when I became a man, I put away childish things. For now we see through a glass, darkly; but then face to face: now I know in part; but then I shall know even as I am known."

The fact that St. Paul craved a knowledge of spiritual things, a beatific vision, in no way destroys the truth of the fact that he, like other great men of the race, believed that knowledge contributed to human happiness. Why he believed this, and why the modern scientist believes it is the really important thing to understand. Before we satirize the scientist as Mr. Belloc does, and uphold the satire as Mr. Kilmer does, it would be well to ask in what way the scientist applies this faith of him—not dogma—to life. In general he believes that we shall be happier when we know more only because when we know more we shall behave better. There can be no great and permanent happiness without virtue because it is inherent in mankind to suffer for wrong doing and it is inherent in nature to punish him for it. Not a sin can we commit without exchanging a part of our gold for dross. Not a bit of beautiful conduct can fail to be added to the sum of our happiness. But we have not always known when we have done wrong. Nature tried to teach us through cause and effect, through penalties and rewards. The sages tried to teach us. Nevertheless Christ on the cross asked that men be forgiven for slaying him because they were ignorant.

Now what is a scientist? He is only a man who, with humility and faith, devotes his life to the discovery of nature's laws. When he has learned something and is sure he has learned it he reports it, not as dogma, but as fact. Then men may make their conduct conform to the law and thereby acquire a greater measure of virtue—through that a greater measure of happiness. If God be imminent in His world, or responsible for the workings of the universe, as the churches would have us believe, then the laws which the scientists discover are His laws, and it becomes the part of virtue to learn and obey them. When the race was a child the race spoke, thought and felt as a child. Then we had superstitions and unlimited small-pox and the black plague and the inquisition with the rack and the thumbscrew. But the race has put away a few of the childish things and has begun to see through a glass, darkly. Probably Mr. Kilmer and Mr. Belloc would be miserable in the old world that knew no modern science. For they have lived in a better world than that world was.

RHYMED RAGOUT

The power contract's length of life seems difficult to settle
And citizens with civic pride are getting on their mettle.
Le dernier cri in safety signs our crossings are adorning
We'd like a little safety now; we've had all styles of warning.
Our growing penchant for premieres bids fair to be a passion.
One must admit that the "legit" is coming back in fashion.
Redondo now has joined the "Drys" who're glad to enrol her
And all The Wets who lost their bets must pay in coca-cola.
The city planning's going on, they fancy that with skill
They'll do what our forefathers did and conquer Bunker Hill.
And Patria is quite the rage, all thanks to Mrs. Castle
And modes bespeak no garment chic without at least one tassel.
The Pasadena hostleries are full to overflowing
The bal des fleurs you may be sure will keep the modistes going
To keep a bee they now agree, is how to hoard up money
There's nothing daunts its industry and there's no food like honey.
We've got the biggest motor club; no other holds a candle
Theosophists are on the lists with quite a little scandal.
And prices still are creeping up; the reason more's the pity
Not war at all but simply that the world prefers the city.

—NANCY LEWIS.

The Marsh

By Orra Eugene Monnette



Far out on the marsh in the cold,
raw, morning air,
Bird life, insect life and plant
life, everywhere;

Mud hens clacking,
Wild ducks quacking,
Songsters trilling,
Blackbirds drilling,
Bull frogs croaking,
Tullies soaking
In the mud and slime of the marsh.
Hunters in shooting jackets, muf-
fers, caps of gray,
With their guns and shells, row along
each waterway
As day-light shows,
And redder glows,
From rising sun,
There is begun
The sportsman's fun,
Who seeks his game,
With certain aim,
At the feeding ponds of the marsh.

Reverberating shots from all
quarters resound,
Each hunter is concealed where the
waters surround.

Wild geese flying,
Honking, crying,
Dogs retrieving,
Blinds deceiving,
Decoys bringing,
Close shots, ringing
Across the darkness of the marsh.



The gamebags are filled with the dead
birds, fallen low,
Into shallow waters where waders
can safely go.

Grasses swaying,
Breezes playing,
Waters shifting,
All proclaiming
Killing, maiming,
Shrill noise and sure death of the marsh.
The sun crosses the meridian of
the sky,
The hunters, wet and hungry, with throats
parched and dry,
Boats returning,
More game spurning,
The sport is done.
Marksmen have won,
With game bags filled,
With birds they killed,
And quietness reigns on the marsh.

An appetizing meal and hot
coffee refresh,
Exhausted and worn hunters, whose
game bags enmesh
Limits of game,
Both wild and tame,
For chickens seized
From coops have pleased,
To make complete,
Good things to eat
When spending a day on the marsh.



Social & Personal

By Ruth Burke Stephens

SUCH a merry round of brilliant affairs as are planned ahead for the next month or six weeks! Almost too numerous to mention is the galaxy of entertainments crowding society's calendar to overflowing. There is the big ball to be given at the Alexandria, Wednesday, February 7, with Mrs. William A. Clark, Jr., Mrs. Russell McD. Taylor and Mrs. Dan Murphy as hostesses. This affair promises to vie in splendor with any of the season's events. A number of exclusive dinner parties are to be given prior to the ball, one of the smartest of these being arranged by Dr. and Mrs. Rea Smith at the California Club. Among their guests will be Mr. and Mrs. Michael J. Connell, Mr. and Mrs. R. I. Rogers, Dr. and Mrs. Guy Cochran, Mr. and Mrs. Harry Coburn Turner, Mr. and Mrs. William May Garland, Mr. and Mrs. Richard Jewett Schweppe, Mr. and Mrs. William Kay Crawford, Mr. and Mrs. Robert Farquhar, Mr. and Mrs. Eugene Overton and Mr. and Mrs. A. L. Cheney. Another dinner affair planned will have for its host and hostess Mr. and Mrs. Walter Perry Story, while among the other similar events there will be one or two given exclusively for the younger set. Then there is The Bachelors' Ball scheduled for Monday evening, February 19. This annual event will be no whit less resplendent than the preceding ones, which bespeaks its success in superlative terms. It is to be a Mardi Gras ball this year, which means that society, anticipating to be among the fortunate elect upon this special occasion, is already planning exquisite and novel costumes to be worn.

While the Benedictines have not as yet announced their annual ball, it is expected that this annual affair will be given not long after the Bachelors' entertainment, competing with the latter in point of brilliancy and enjoyment.

The opera season is closely approaching and that event among the society folk is an auspicious one, allowing not only for the pleasure of the opera itself, but providing for an accompaniment of many delightful dinner parties and after-suppers.

Between these larger society affairs there is to be a generous scattering of smaller entertainments. The coterie of debutantes who have already occupied a goodly share of social attention are to be further favored, among the courtesies for which dates have been named being the luncheon which Mrs. James McBride Cockins plans to give at the Midwick Country Club, Tuesday, February 6. The Misses Marion and Gertrude Kerckhoff are to be the special guests of honor. These same charming twins will be complimented Wednesday evening, February 14, when Mr. and Mrs. Richard Schweppe will give a Valentine Ball.

There are a few brilliant weddings which will prove auspicious as society events. Of these one of the most interesting will undoubtedly be that of Miss Mildred Wellborn, daughter of Judge and Mrs. Charles Wellborn, and granddaughter of former Judge Olin Wellborn. Miss Wellborn's engagement to Mr. Dwight Whiting, son of Mrs. Emily Perkins came as an unexpected surprise to the host of friends of the charming girl and of her parents. The young couple have chosen March 1 as the date for their marriage.

And of course there will be a merry round of entertaining for these brides-elect, among whose number are Miss Eleanor Banning, daughter of Mr. and Mrs. Hancock Banning; and Miss Helen

Goodall, daughter of Captain and Mrs. Charles Miner Goodall of Oakland. Miss Bannings betrothal to Mr. Jack Macfarland, son of Mrs. J. D. Macfarland of Portland street, and a prominent member of The Bachelors' Club, was announced a fortnight ago. The wedding will probably be one of the brilliant events of the season, although the date has not yet been decided upon. Miss Goodall, who is popular with the younger set of this city, where she visited only

account of the recent death of the bride's father, Mr. Joseph Maw, formerly of Winnipeg, Canada, the event was of the greatest interest to society. The young bride, who is unusually attractive, has, in the time of her residence in Los Angeles, made a wide circle of friends, while Mr. Brown, who is the son of Mrs. Eleanor T. Brown of 1653 West Twenty-ninth street, is a nephew of Mrs. LeMoyne Wills, Mr. George S. Patton of San Gabriel and is also closely related to Mrs. Hancock Banning and many other prominent society folk of Los Angeles. Only relatives and a very few of the most intimate friends of the young couple were present at the marriage. The bride was attired in a white gabardine tailleur with hat to match. She carried a small, quaint bouquet of white orchids and hyacinths in her arm. Mrs. Robert

George McLain, Mr. Jack Macfarland, Mr. Walter Kelly, Mr. Hamilton Cotton, Mr. C. T. Mainwaring, Mr. John Cooper, Mr. Joseph Bernard, Mr. James Gibson, Mr. Stanley Maw, Mr. Ralph Bandini, Mr. Malcolm McNaughten, Mr. Robert Payton, and Mr. Thomas Bruen Brown. Mrs. R. G. Rogers, sister of the young bride, who came out to Los Angeles to be her matron of honor, is the wife of a staff officer of the English army, stationed in London. She has with her two young sons, and with Mr. Stanley Maw, a brother, has been staying with her sister at her ranch home near Bloomington. By his marriage, Mr. Brown adds one more name to the list of deserters from the ranks of The Bachelors, having followed in the footsteps of Mr. Dwight Whiting who became eligible as a member of The Benedictines Saturday last. Two other popular bachelors are soon to relinquish their membership in The Bachelors, the engagement of Mr. Jack Macfarland to Miss Eleanor Banning, and of Mr. George Whiting to Miss Mildred Wellborn having recently been announced.

Among the charming visitors in Los Angeles has been Miss Helen Goodall of Oakland. Miss Goodall, who is the daughter of Captain and Mrs. Charles Miner Goodall, is the fiancee of Mr. Walter Van Dyke, son of Mr. and Mrs. William Van Dyke of 222 West Adams street, and while in Los Angeles she was a guest for several weeks of Mr. Van Dyke's sister, Miss Lillian Van Dyke. Last week-end Miss Goodall was the house guest of Mr. and Mrs. Hancock Banning at their home on West Adams street. She left a few days ago for her home in the northern city. Date has not been set for the wedding of Miss Goodall and Mr. Van Dyke, although the marriage is not to take place until next fall if the plans of the young couple are carried out. It will undoubtedly prove a social event of much interest both here and in the north. Miss Goodall is a frequent visitor to Los Angeles, her arrival always being the signal for a number of brilliant and delightful affairs in her honor and it is a matter of much pleasure to her many friends here that by her marriage to Mr. Van Dyke she will make her permanent home in their midst. Mr. Van Dyke is a nephew of Miss Caroline Van Dyke of the Amateur Players' Club and is himself extremely popular.

Society received a double surprise within the week, first in the marriage of Miss Rosalind Morris, daughter of Mr. and Mrs. Charles A. Morris, to Mr. Dwight Whiting, the elder son of Mrs. Emily Perkins, and secondly, in the announcement of the engagement of Miss Mildred Wellborn, daughter of Judge and Mrs. Charles Wellborn to Mr. George Whiting, the younger son of Mrs. Perkins. The wedding of Miss Morris and Mr. Dwight Whiting was an event of Saturday last, the ceremony being celebrated at high noon in St. John's church. Rev. George Davidson, rector of the church officiated, being assisted by Rev. Lloyd Keating of England, who is a brother of Mrs. Perkins, and with his wife has recently come to this country from abroad. The wedding was the first knowledge given publicly of the engagement of Miss Morris and Mr. Dwight Whiting, following a secret betrothal of several weeks. The young couple were attended by Miss Wellborn and Mr. George Whiting, who upon this occasion announced that they themselves planned to be married at the same church March 1. The two brothers are both prominent in business, club and society circles and by their marriages will relinquish their membership in The Bachelors Club with which both are affiliated. Miss Wellborn, the oldest daughter of Judge and Mrs. Charles Wellborn, is the granddaughter of former Federal Judge Olin Wellborn. She is a graduate of Marlborough having finished her studies there only last June. By her marriage



MRS. ARVIN HARRINGTON BROWN
Formerly Miss Freda Maw, whose marriage was important society event of this week

recently with Miss Lillian Van Dyke and also with Miss Eleanor Banning, is to marry Mr. Walter Van Dyke, son of Mr. and Mrs. William Martin Van Dyke of 222 West Adams street. Their wedding is to be arranged for the early summer.

With the usual social courtesies extended the host of winter visitors and other customary social entertaining, there can scarcely be a lull in the social whirl during the forthcoming weeks, so that the respite which the Lenten season brings will this year find society more than ready to accept the seclusion of the sackcloth and ashes period.

Extreme but beautiful simplicity marked the wedding Wednesday of Miss Freda Maw and Mr. Arvin Harrington Brown, the ceremony taking place in St. John's church that afternoon at 3 o'clock, with Rev. George Davidson, the rector, officiating. Despite the unostentatious appointments of the nuptials observed on

G. Rogers, sister of the bride, who came west for the wedding, assisted as matron of honor, wearing a gown of white tussah silk with a lavender toned hat. She carried lavender orchids. Mr. Thomas Bruen Brown, brother of the bridegroom, served him as best man and the ushers were Mr. Herbert Brown, Mr. Eltinge Brown, Mr. Fred McCartney and Mr. Jack Macfarland. Mr. and Mrs. Brown, following the ceremony left for the north, their wedding itinerary including Victoria, B. C. They plan to be away about a month and upon their return will make their home in Los Angeles. In honor of Mr. Brown, who is known to his host of intimate friends as "Jerry," a farewell bachelor supper was given in his honor last Saturday evening at the California Club. The guests, numbering about twenty, were all old-time friends of the honored guest, and included Mr. Thomas Bard, Mr. Roy Naftzger, Mr. Horace Boynton, Mr. Fred McCartney, Mr.

she will forego plans for her formal introduction as a society debutante. Miss Wellborn and her fiance, owing to the fact that they are to be married in the Lenten season, will have an exceedingly simple wedding, only members of the two families being present as witnesses. Mr. and Mrs. Dwight Whiting, following their marriage, left for a honeymoon motor trip. Upon their return to Los Angeles they will make their home at the Darby hotel, where Mrs. Perkins, mother of the bridegroom and one of the wealthiest women in Southern California, resides.

Mrs. Harry Robinson and her mother, Mrs. Nat Dryden, entertained Tuesday at their home in Beverly Hills in honor of Dorothy Dix, the well known writer, who in private life is known as Mrs. Elizabeth Meriwether Gilmer of New York. The latter is an old-time friend of Mrs. Robert Osborn who has been showing Mr. and Mrs. Gilmer many of the scenic beauties of Los Angeles and

fraternity, Golden Bear and other honor societies. He also won the Rhodes scholarship at Oxford and has passed much of his time abroad. He now is a member of the legal fraternity in San Francisco. The occasion of Mrs. Hearst's visit in Los Angeles is as always the signal for pleasurable greeting from her host of friends in the southland.

Gay, indeed, was the Midwick Country Club last Saturday night at which time the fancy dress ball was given. The affair was in the nature of a carnival beginning with dinner, with dancing to follow and at midnight or thereabouts a breakfast being served. Among the charmingly arranged dinner parties was that of Mr. and Mrs. Frederick H. Stevens of Pasadena. Cut flowers and ferns centered the table and their guests were: Mr. and Mrs. Joseph M. Hixon, Mr. and Mrs. John Liggett, Mr. and Mrs. Samuel Cupples Pierce, Mr. and Mrs. Harrison Drummond, Mr. and Mrs. Freeman Ford, Mr. and Mrs. Todd



MISS FLORENCE WYLE

Commissioned by Canadian Government to carve heroic marble statue of Nurse Edith Cavell. Photograph shows Miss Wyle at work on a relief bust of a Los Angeles artist friend.

vicinity. The visitors have been guests at the Clark for a week.

Mrs. Phoebe Apperson Hearst, who is to enjoy a short visit at the Beverly Hills hotel, was hostess Saturday last at a beautifully appointed luncheon party given at her hacienda near Pleasanton. The occasion was made unusually auspicious by the announcement of the betrothal of Miss Margaret Clark of Berkeley to Mr. William Clark Crittenden of the same city. Miss Clark, who is the daughter of Mrs. Fred Clark, is a niece of Mrs. Paul Peabody of Los Angeles. Prior to the war the family passed much of their time in Europe. Since returning to California Miss Clark has been pursuing her studies at the University of California and during her vacations has been the guest of Mrs. Hearst at her picturesque hacienda. Mr. Crittenden is a graduate of the University of California, and is a member of the Delta Upsilon

Ford, Mr. and Mrs. George Birge of Buffalo, Dr. and Mrs. Walter Jarvis Barlow, Dr. and Mrs. Arthur A. Libby, Mr. and Mrs. Edward M. Fowler, Mr. and Mrs. H. Allen, Captain and Mrs. Randolph Huntington Miner, Mr. and Mrs. J. Howard Dews, Mr. and Mrs. Edward F. Robbins, Mr. and Mrs. Harry Gray, Mrs. Elizabeth Rutherford Meyer, Mrs. Callory, Mrs. Maud Ringen Drummond, Mrs. Pell, Arthur Dodworth, Lloyd Macy, Donald Lawrence and Briggs Keck.

Others who entertained guests were Dr. Ralph Williams and Dr. Thomas McNab, 24; Mrs. Fred L. Baker, 8; Mrs. Alfred Brand, 12; Mr. Donald O'Melveny and Mr. Alexander MacDonald, 22; Captain and Mrs. Randolph Huntington Miner, Mr. and Mrs. E. Avery McCarthy and Mr. and Mrs. Hancock Banning each had several guests.

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monthly dinner dances which are being enjoyed by the society folk this season was that of last Wednesday evening, given at the Los Angeles Country Club. The hostesses for the occasion were Mrs. Hancock Banning, Mrs. Randolph Huntington Miner and Mrs. E. T. Earl. Mrs. Godfrey Holterhoff was to have been one of the hostesses for the affair and had invited some fifty guests but on account of illness was forced to cancel her engagement.

Invitations have been issued by Mrs. Lee Allan Phillips, Mrs. Harry Tristram Coffin and Mrs. Howard Scott Coffin for a reception to be given at the home of Mrs. Phillips, 4 Berkeley Square, Friday afternoon, February 9.

Society's latest diversion, skating, continues to hold first place in the entertaining just now. Monday evening Dr. and Mrs. Guy Cochran entertained a group of their friends with a skating party, preceded by an attractively appointed dinner. The table was decorated in winter blooms, places being arranged for Mr. and Mrs. Russell McD. Taylor, Mr. and Mrs. William May Garland, Mr. and Mrs. A. L. Cheney, Dr. and Mrs. Dudley Fulton, Mr. and Mrs. Richard Jewett Schweppe, Miss Katherine Mellus and Mr. Bruce Macneil.

Under the direction of D. F. Robertson, manager travel agency, California Savings Bank, a party of Los Angelans will sail from San Francisco, February 21, on the new Japanese liner, S.S. "Shinyo Maru." In the group will be Mr. and Mrs. W. B. Gothenan, Mr. J. B. Hobbs, Dr. and Mrs. James Pearce, Mr. Walter Rugge, Mrs. John Mitchell, Miss Hattie Pohl, Mrs. Agnes O'Neil, Mr. O. P. Johnson, Mrs. A. Donner, Mrs. Walter Scott and a number of others. Upon arrival at Japan the party will proceed by automobile through Japan thence proceeding through Korea and Manchuria to Pekin, thence to the Philippines and Hong Kong, China.

Pasadena is to enjoy a musical treat on the evening of Monday, and the Boys and Girls Aid Society will be the richer as a result of a concert to be given in the High School Auditorium by the recently organized Los Angeles English Opera Company, which will have its premiere early in the spring. The chorus will number two hundred, the ballet 48, and several well-known singers will render the solos, under the capable direction of Signor S. M. de Pasquali, and Maestro Lebegott. Signor de Pasquali, general manager of the company, has offered the services of the entire organization for the entertainment. Mrs. William A. Brackenridge is arranging the affair, in conjunction with the Junior Aid Society, of which Miss Phila Miller is the president. It is almost unheard-of for such a concert to be produced without great expense, but because the entire production has been donated by Signor de Pasquali, it is possible to keep the

prices down. The chorus has been in training for six weeks and has attained a surprisingly finished technique and will sing from "Faust" and "Cavalleria Rusticana," with arias given by soloists, whose names will be announced later. The costumes of the corps de ballet will be ordered especially for this occasion and their dancing will be a brilliant feature. This will be a rare opportunity to judge, in advance of the initial performance, of the scope of the Los Angeles English Opera Company. The cast is from local talent, which is being developed free of any charge. The chorus, ballet and principals are chosen from Los Angeles and the vicinity, with the exception of world renowned artists, who will appear from time to time. This alone will make it an organization which should be of interest to everyone who has at heart the musical, artistic and civic welfare of this locality.



An interesting feature of the Sunday evening concert at the Hotel Raymond, in Pasadena, this week, was a flute solo played by little Miss Mildred Raymond, daughter of Mr. and Mrs. Walter Raymond. Miss Mildred has been studying the flute for the past year under Jay Plowe, the solo flutist of the Los Angeles Symphony Orchestra and Sunday evening was her first appearance as a soloist. Miss Mildred is only eleven years of age but she rendered the "Air Melodieux" in a very pleasing manner. She was very self possessed and gave her number with quite as much ease as

if being the soloist were an old story to her, her flushed cheeks and bright eyes being the only clue to the thrill that filled her heart. Because of the new bird fountain at the Hotel Raymond, for which Miss Mildred posed holding her flute, considerable interest centered in her solo Sunday evening and warm applause greeted the selection. She also played an obligato for the soprano solo by Mrs. Raymond, Tosti's "Seranata" which was given with flute and violin obligato.

This week's gathering of notables at the Alexandria include Wm. H. Crane and Mrs. Crane of New York City, Mrs. Northrup Castle of New York, Mr. and Mrs. A. Kochs of Chicago, E. S. Firestone, president of the Firestone Rubber Company, Geo. W. Houck and Mrs. Houck of the Houck Wire Wheel Company, J. M. Johnson, vice president of the Missouri Pacific and Mrs. Johnson, J. N. Githens, assistant freight traffic manager of the Missouri Pacific, and Mrs. Githens, C. T. Perkins, freight traffic manager Missouri Pacific, G. C. Taylor, president of the American Express Company, Mrs. G. Raymond and nurse of Rochester, the G. E. Pattersons and family, the F. W. Dunbars of Manchester, New Hampshire, W. R. Clark, ex-mayor of Fresno, Emory Armstrong, vice president of the Northwestern National Bank of Portland, Oregon, and Mrs. Armstrong, Prof. A. G. von Heck of Belgium, the Chas. Pillsbury family of Minneapolis, Carl Eilers of New York City, secretary of the American Smelting and Refining Company, the W. B. Ogdens, prominent in eastern society, J. B. Crawford, president of the United Natural Gas Companies of Oil City, Pa., and Mrs. Crawford, Mrs. Clara Baldwin Stocker, The W. B. Fairs of East Orange, N. J., A. B. Apperson of Salt Lake City.

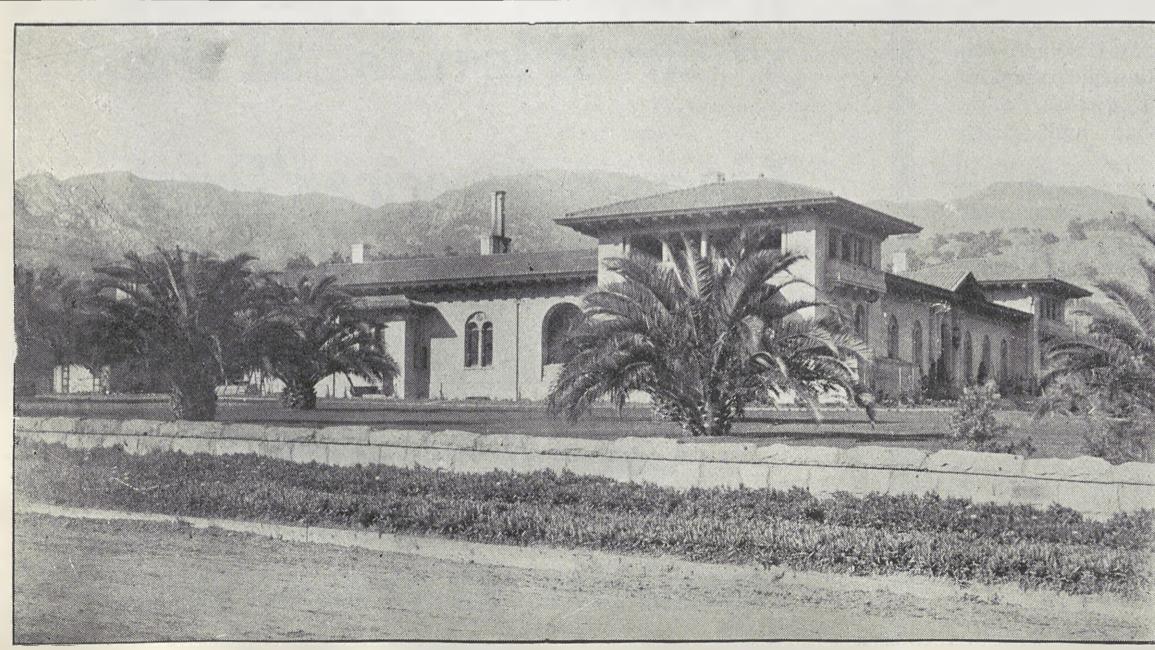
Society was well represented Tuesday at the formal opening of the beautiful Garden Court apartments at 7021 Hollywood Boulevard. The event, which was in the form of an afternoon tea and musical, with cards and dancing as the evening diversion, proved brilliant as a social entertainment. For a number of years Mr. and Mrs. John Elmer Ransford have looked forward to the day when they could welcome their friends to the housewarming of their ideal apartment, and in the Garden Court they have fully realized this artistic ideal. Patronesses for the opening ball included Mrs. Hancock Banning, Mrs. Albert Crutcher, Mrs. Burton E. Green, Mrs. Howard Huntington, Mrs. Harry Dana Lombard, Mrs. E. Avery McCarthy, Mrs. William Mead, Mrs. Willoughby Rodman, Mrs. John Elmer Ransford, Mrs. Edward F. Bogardus, Mrs. Edward Rankin Brainard, Mrs. Cornelius Cole, Mrs. Willis H. Booth, Mrs. Mary I. Barnes, Mrs. James H. Adams, Mrs.

Ralph Mallette Burdick, Mrs. Jefferson Paul Chandler, Mrs. Clyde J. Eastman, Mrs. James Tabor Fitzgerald, Mrs. Samuel Wesley Garretson, Mrs. Rollin B. Lane, Mrs. Dean Mason, Mrs. Robert P. McJohnston, Mrs. Edwin O. Palmer, Mrs. Charles Robert Paul, Mrs. Hobart Johnstone Whitley, Mrs. Horace B. Wing and Mrs. Charles Howard Lippincott.

One of the most attractive affairs given recently was the afternoon at cards with which Mrs. Louis C. Belden entertained at her home, 143 Ridgewood Place. Mrs. Belden, who is the daughter of Mr. and Mrs. H. M. Bigelow of St. Andrews Place, is a bride of five or six months, her marriage having been one of the social events of September last. This is one of the first social affairs she has given since her return from her wedding trip. The afternoon was passed at five-hundred. Prizes were won by Miss Frances Ackley, and Miss Sarah Merritt, the first award being a cut glass mayonnaise dish and the second, a cut-glass mustard bowl. The decorations were in violets and pink carnations, the flowers being artistically combined with greenery. Mrs. Belden was assisted by Mrs. Fred Dickey, formerly Miss Vera Loomis; Miss Helen Schilling and Miss Mildred Dawson.

Mrs. Van Santwood Merle-Smith, formerly Miss Kate Fowler of Pasadena, is visiting in the Crown City, having returned to the coast with her husband. They are guests of Mrs. E. M. Fowler at her home, 363 Orange Grove avenue. Mrs. Merle-Smith, who is an heiress and one of the most charming favorites of Pasadena's exclusive set, is most widely known through her philanthropies. She won distinction also by becoming New York's first war bride, her marriage to Mr. Merle-Smith, lieutenant of the Seventy-ninth New York infantry, being precipitated in advance of the planned date by reason of her soldier-fiance's departure to the Mexican border with the troops. A number of delightful social courtesies are to be extended the visitors while here, and they will participate in the winter festivities both in Pasadena and Los Angeles.

Formal announcement was made Tuesday by Mrs. Alice Craig Jackins of the engagement of her daughter, Miss Dorothy Dorman Jackins to Mr. William P. Reid. No date has been set for the wedding, which will, however, be an event of much social interest. Miss Jackins, who is a graduate of Mt. Vernon, Washington, D. C., is one of the attractive members of the younger set. She is a cousin of Mrs. William W. Mines and Mrs. E. P. Wood and a niece, of course, of Mr. and Mrs. Herman Vollmer. Mr. Reid is one of the popular bachelors of local society. He is a member of the California and the Los Angeles country clubs and is prominent in social, club and business circles alike.



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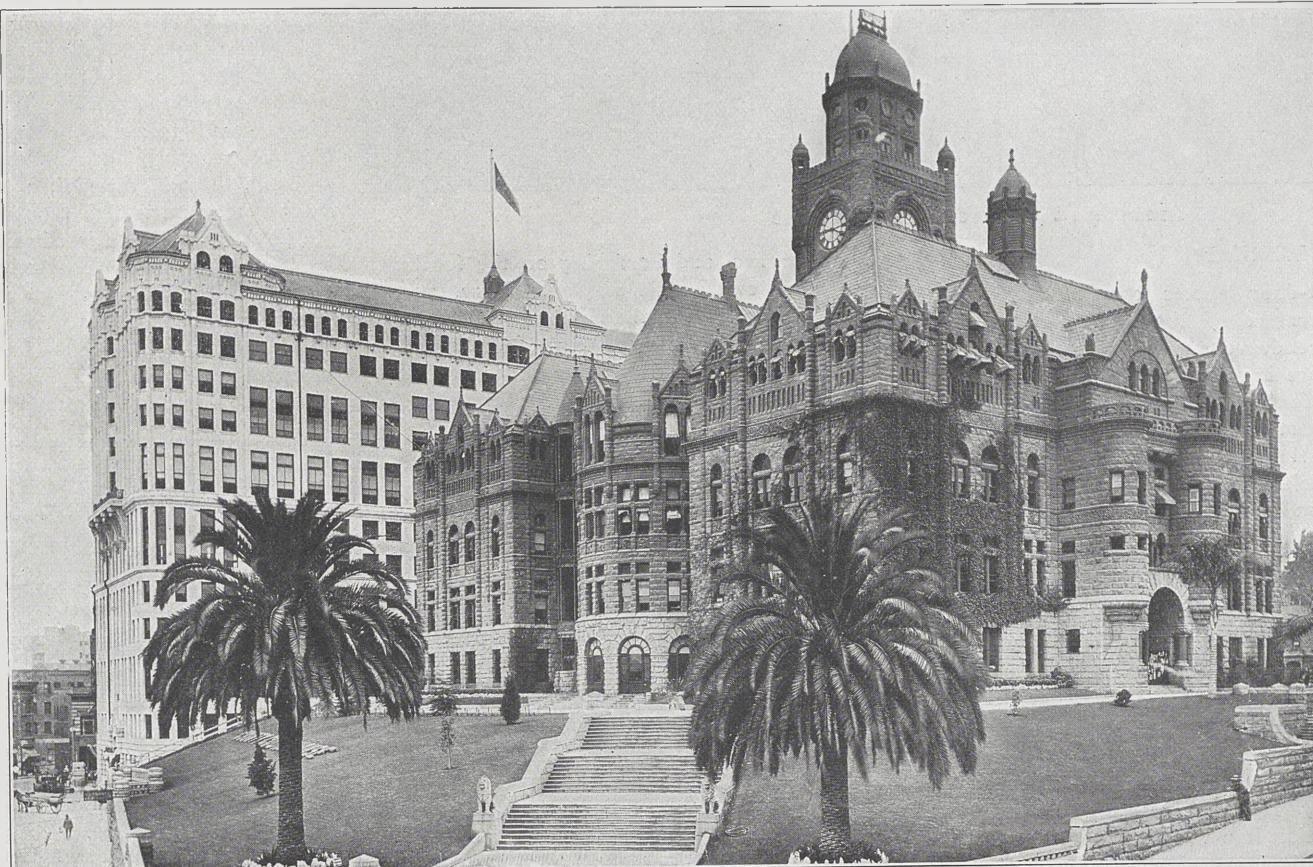
WONDERFUL indeed is the story of the growth during the past quarter of a century of Los Angeles, the chief city of Southern California, and the commercial metropolis of the Southwestern section of the United States. Few cities of this size, moreover, are so well known throughout the length and breadth of this country, and abroad. The rapid growth of Los Angeles, from an insignificant semi-Mexican town to a metropolitan city has been told and retold, until it is familiar to millions of Americans, while the attractions offered by the city to health-seekers, pleasure-seekers and tourists have been spread abroad by hundreds of thousands of visitors, who, after one trip to this section, are usually anxious to return, frequently becoming permanent residents.

During the past thirty years Los Angeles has grown from a population of 11,000 in 1880, to 102,479 by the census of 1900 and a present estimated population of 575,000. There are three leading features that have contributed to such growth. These are climate, soil and location. Any one of these advantages would be sufficient to build up a large city, but together they insure Los Angeles' future as the metropolis of the Pacific.

The original name of the pueblo or town of Los Angeles, following the custom that then prevailed among the Latin races, of giving religious names to places, was Nuestra Senora de Los Angeles, sometimes written

Nuestra la Reina de Los Angeles—"Our Lady, Queen of the Angels." This has been shortened by the practical Yankees to Los Angeles. Los Angeles was founded on September 4, 1871, by a small band of pobladores, or colonists, who had been recruited in the

clearings of the Los Angeles city banks for the year 1916 amounted to \$1,292,961,997. Los Angeles has been leading all cities of the United States in increase of bank clearings. The assessed valuation of property in the city last year, including personal property, was \$580,678,375. Los Angeles has the advantage of six transcontinental lines. Altogether, there are nearly a dozen lines of railway centering in Los Angeles. Half a dozen steamship lines now run large and commodious steamers between Los Angeles Harbor and San Francisco and Puget Sound points, and a line of steamships to China operating in connection with the Salt Lake road has been established. Most of the leading steamship lines of the world have arranged to make Los Angeles harbor a port of call. The city possesses the great natural advantage of being located on the shortest route, by the easiest grades, between the Atlantic and the Pacific oceans. The merchants of Los Angeles do a large business with a section of country extending from the east-

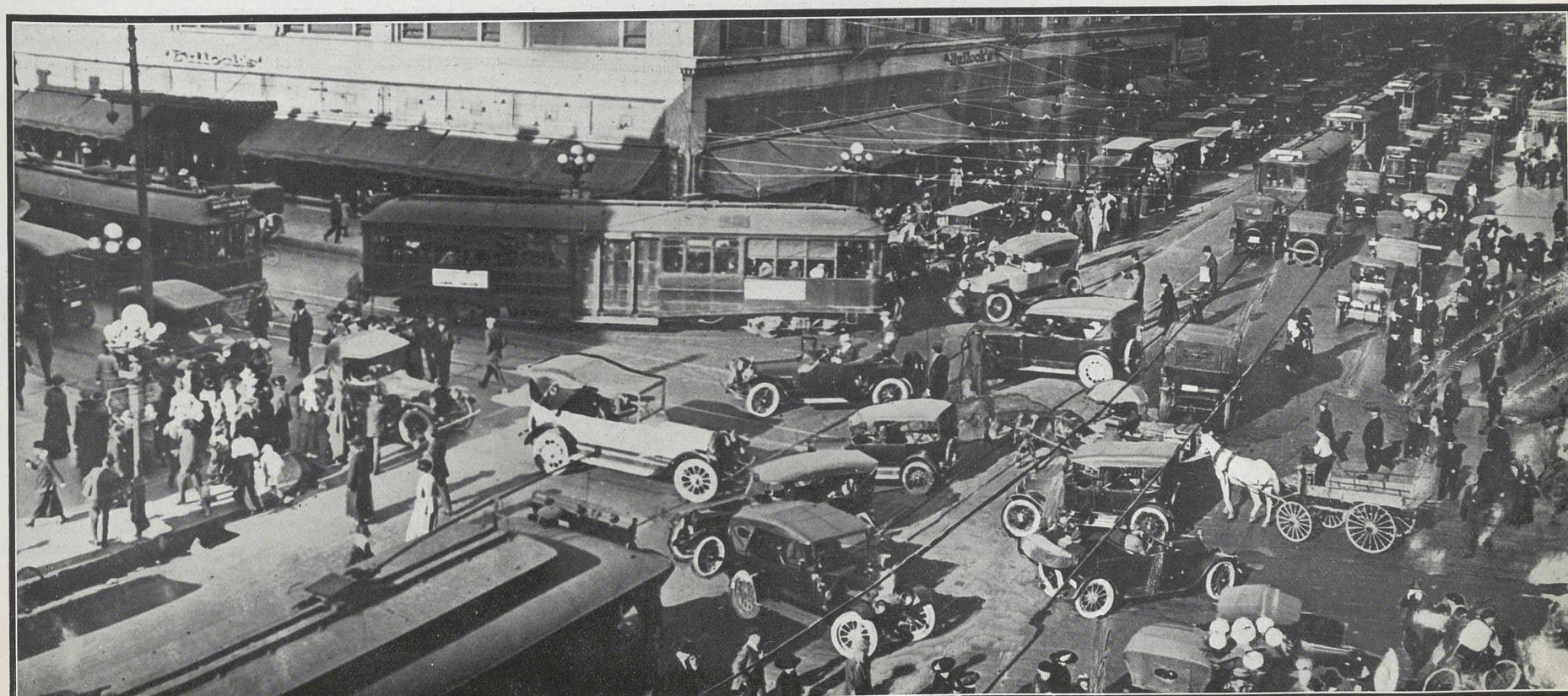


Los Angeles County Court House and Hall of Records

Mexican States of Sinaloa and Sonora, and brought here under command of a government officer, to found an agricultural colony, for the purpose of raising produce for the soldiers at the presidios.

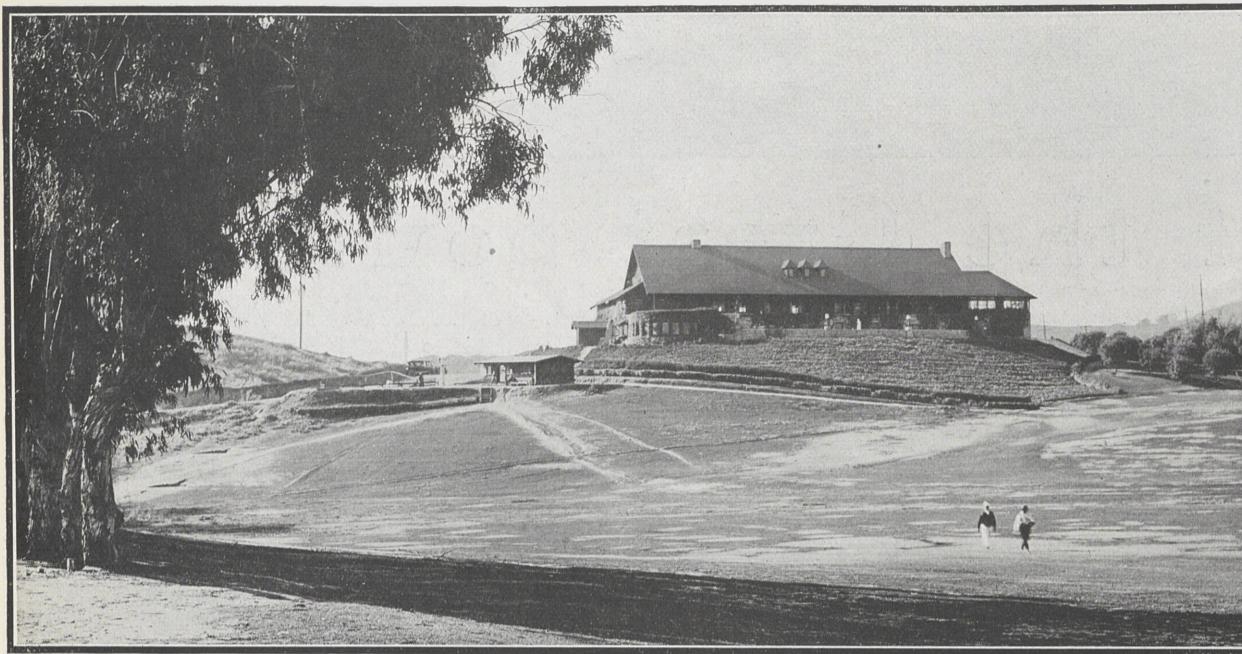
The banks of Los Angeles are noted throughout the country for their solid and prosperous condition, with deposits aggregating January 1917, \$235,182,919. The

ern limits of Arizona on the east, to Fresno on the north, and will soon open trade along the west coast of Mexico. The principal articles of export are fruits, fresh and dried, vegetables of great variety, beans, wine and brandy, wool, honey, canned goods, sugar, olives, wheat, corn, cotton, barley, petroleum and by-products.



Normal Traffic Conditions in Los Angeles Broadway

Golfing in Southern California



Annandale First Tee and Club House

By Alma Whitaker

IN A climate where out-door sports are strictly *comme il faut* all the year round, the country club is the natural daily social rendezvous.

Which is probably why we have fourteen first class clubs in the Southern California Golf Association, to say nothing of one of the best municipal courses in the country, and numerous hotel links.

From the palatial Midwick and Los Angeles Clubs of exclusive and expensive membership, to the cosy little seaside Brentwood Country Club at Santa Monica, all of them equipped with good golf courses, fine tennis courts, and several of them boasting polo fields, swimming pools, croquet lawns, shooting ranges, amateur baseball diamonds, he is an epicurean sportsman indeed, who cannot find his heart's desire.

The Midwick Country Club is, perhaps, the most recherche. They pride themselves on their exclusiveness, but it is an exclusiveness of social standing rather than wealth. Barriers are raised and lowered with peculiar discrimination. They have an all-green golf course for which the irrigation is a very scientific and expensive matter. It is highly sporty, having been designed under the supervision of some of the best golfers, including Robert E. Hunter, Norman Macbeth, E. S. Armstrong who felt that nothing but the best was good enough for Midwick. And this course has been unanimously selected for the Open Championship in March and the Amateur championship in April. It has one good water hole, bordering a small lake, and an unusual dog-leg hole for the tantalization of the near-talented.

The Los Angeles Country Club at Beverly is another palatial edifice. It is one of the older clubs which blossomed forth into magnificent new quarters about six years ago. Their membership is composed largely of the affluent business men, the bankers, lawyers, and wealthy merchants. Their course has been the scene of many a championship event; crossed at intervals by

a picturesque baranca, and bordering on the foothills, it offers scope for every style of play. Here, as at Midwick, the ideal is to keep the course green the year round, and ultimately grass greens will be installed. Eastern golfers are apt to decry the California sand-green at first but it usually transpires that the good

delight of low scores for the first time in his life.

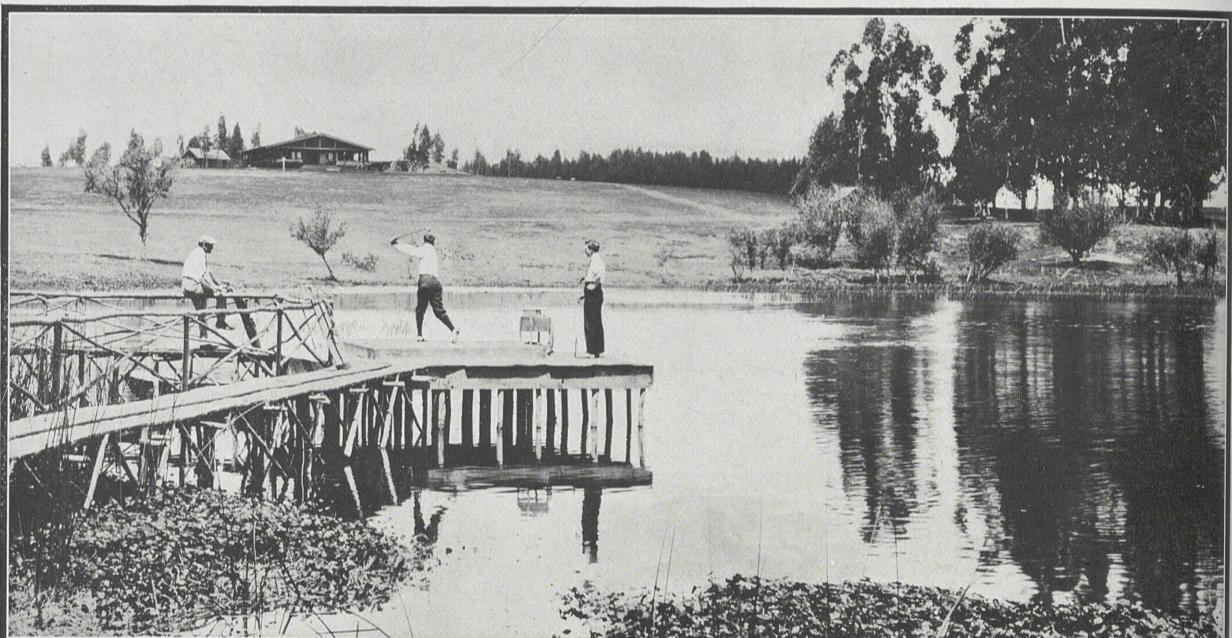
The Annandale Country Club, nearer Pasadena, has just been re-organized by a syndicate of millionaires and its membership is made up chiefly of regular winter residents from all over the country.

The initiation fee is, however, but half that of Midwick and Los Angeles, and its directors have selected a middle course in style and expenditure. Owing, however, to the peculiarly good soil, a grass course can be maintained at a very reasonable figure, so Annandale, too, will boast green fairways the year round.

The San Gabriel Country Club is one of the oldest, set in the lovely San Gabriel Valley, with an eminently cosy clubhouse. There is a delightful residential community built up around it, many of the members owning charming homes at the edge of the course. The arroyo seco which runs through the property offers fine natural hazards for the golf course and the club takes a special pride in its greens for which it has the ideal sand on the property. It is the sort of club which has a good family atmosphere, the kind Queen Mary would prefer the Prince of Wales to belong to. Not too affluently fashionable, not too socially ostentatious. In fact, the club is more nearly like the old ideal of a country club than any in California.

The Altadena Club is close up to the mountains, and scenery is one of its superlative assets. It is small but highly modern, comfort and informality reign. A recent tournament on its golf course attracted all the good players, who declared the course in fine condition and very sporty.

The Brentwood Country Club at Santa Monica is



Water Hazard at the Virginia Country Club, Long Beach

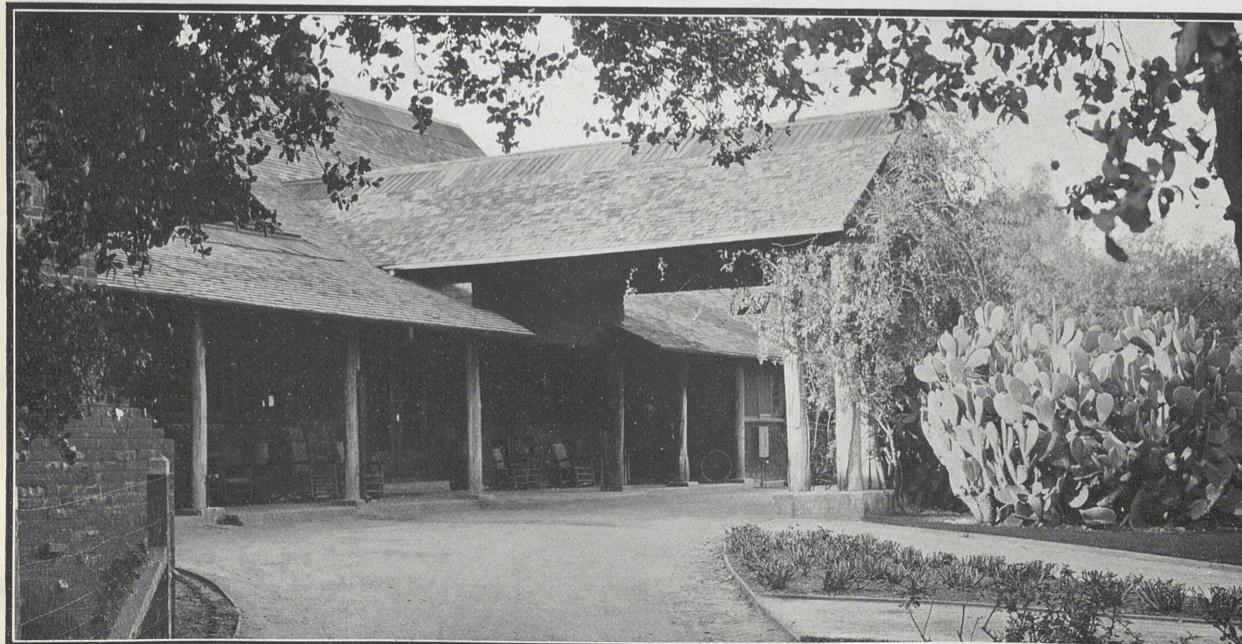
player invariably equals his best score on these greens. Owing to the perpetual sunshine, turf is difficult to manage, and the course becomes dry and hard in the summer months where the irrigation system has not been installed. But this is not an unmixed woe, for the long-handicap man gets a glorious long run on his ball during these months and experiences the unqualified

another small but delightful one. Its members are largely of that English type which knows so well how to amuse itself. The sandy soil is ideal for golf and as yet the links are not too fiercely bunkered, wherefore they are highly popular with women players and such men as have not yet won championships.

The Virginia Country Club at Long Beach also enjoys the sandy beach soil so desirable for golf. It, too, has a small cosy clubhouse, and a not too exactingly difficult course. But it is an attractive course which is always crowded to overflowing whenever they elect to hold an invitation tournament. Their sixteenth hole is a water hazard, a mental hazard par excellence, for the drive is from the end of a pier over the lake and although only a 60 yard carry is necessary, there is a fatal fascination for driving into its seductive shimmer.

The Orange County Golf Club at Balboa is unique in many ways. High up on a bluff by the sea, the drive from the first tee is into the canyon below, and thereafter the course winds through picturesque canyons and up on the level again, where the soil has a miraculous quality for keeping itself in exactly the right condition the year round.

But no story of the Southern California golf courses would be complete without the Griffith Park municipal links. A really first class 18-hole course in the center of the wild and picturesque Griffith Park gives pleasure to five thousand players a month. Over the week end men will appear on the scene with the dawn of day to register their place in the play. Weekly tournaments have been instituted which never boast less than 100 entries and competition is keen and thrilling. Even the country club nabobs are to be met frequently on these splendid links where golf is free.



San Gabriel Country Club House

The cactus shown in this picture was planted by the Mission Fathers at San Gabriel as part of a fence to keep the cattle in and the robbers out of the corral.

Ideal Life in the Country

HOW often do we now-a-days hear the cry "back to the land." Many Americans who have become weary of the constant struggle for existence in mercantile pursuits, a struggle which is growing more onerous from year to year, cherish a longing for a small farm, in some pleasant section of the country, where, under sunny skies, they may support their families in comfort, and end their days in peace, without being disturbed by the shadow of the sheriff or the poorhouse.

There is no section of the United States in which this ideal may be so well realized as in Los Angeles County. In no other section can an acre of land be made to yield products of so great value. Here may be found beautiful rural homes, whose owners are within touch of social life, and enjoy the best features of the city and country combined.

There is a great variety of soil, as well as of climate, in Los Angeles County, varying from light sandy loam to heavy adobe. The price of land also varies greatly, ranging from \$50 to \$100 per acre for lands adapted to grain, hay and deciduous fruits, without irrigation, up to \$250 to \$500 per acre for first-class citrus land, with an ample water right. To most people from the states east of the mountains these prices will appear high, but it should be remembered that land is worth what it will pay interest on. In this case, irrigated land at \$250 per acre is often relatively cheaper than unirrigated land at \$50 an acre, which will only raise grain and hay, and not even that when there happens to be a drought. There are bearing orange groves in Southern California that pay good interest on \$3000 an acre. It must be understood, however, that it requires considerable time



Park-like Links at the Raymond, Pasadena

cultural or horticultural product of which it makes a specialty, although in some sections almost every crop raised in Southern California is grown. In Los Angeles County the leading center of orange culture is along the foothills of the San Gabriel Valley. Around Pomona, both citrus and deciduous fruits are raised. The lemon is raised at Whittier, at San Diego, in Ventura,

are raised. The walnut does particularly well around Rivera, just south of Los Angeles City. Strawberries are made a specialty at Gardena, Azusa, Tropico, Glendale and San Gabriel Valley.

Alfalfa, which is largely grown for hay, is a most valuable forage plant. It is cut from six to eight times a year. Large quantities of wheat and barley are raised. Los Angeles County corn sometimes grows to a height of twenty feet. Pumpkins have been raised weighing over 400 pounds. There are beet sugar factories at Alamitos, Santa Ana (two), Anaheim, Huntington Beach, Oxnard and Chino. Most of the raw material is supplied by Los Angeles County.

In the neighborhood of Los Angeles, calla lilies, tuberoses, carnations and other flowers are raised by the acre. Floriculture is, indeed, an important and rapidly growing industry in Southern California.

Hundreds of acres are devoted to the cultivation of celery, which is shipped East by the trainload. Winter vegetables, such as string beans, tomatoes, green peas and chili peppers, are shipped to the North and East during the winter months, realizing high prices.

Berry culture is an industry which brings large returns, and one does not have to wait long for a patch of berries to bear. The principal berries raised are strawberries, raspberries, blackberries, dewberries and loganberries, the latter a cross between the blackberry and the raspberry, attaining great size.

We still import butter although a number of creameries have been established during the past few years, with highly successful results. There is room for more. The creameries are usually run on the co-operative plan and there is scarcely a record of one that has not paid good dividends to its stockholders, besides furnishing a ready market for their product. Cheese is made, but not yet enough to supply the local demand.

Cows thrive on alfalfa, and the demand for dairy products is always good, at high prices. Consequently, this offers a most promising field of enterprise for those who understand the business and are equipped with sufficient capital.



Midwick Country Club House

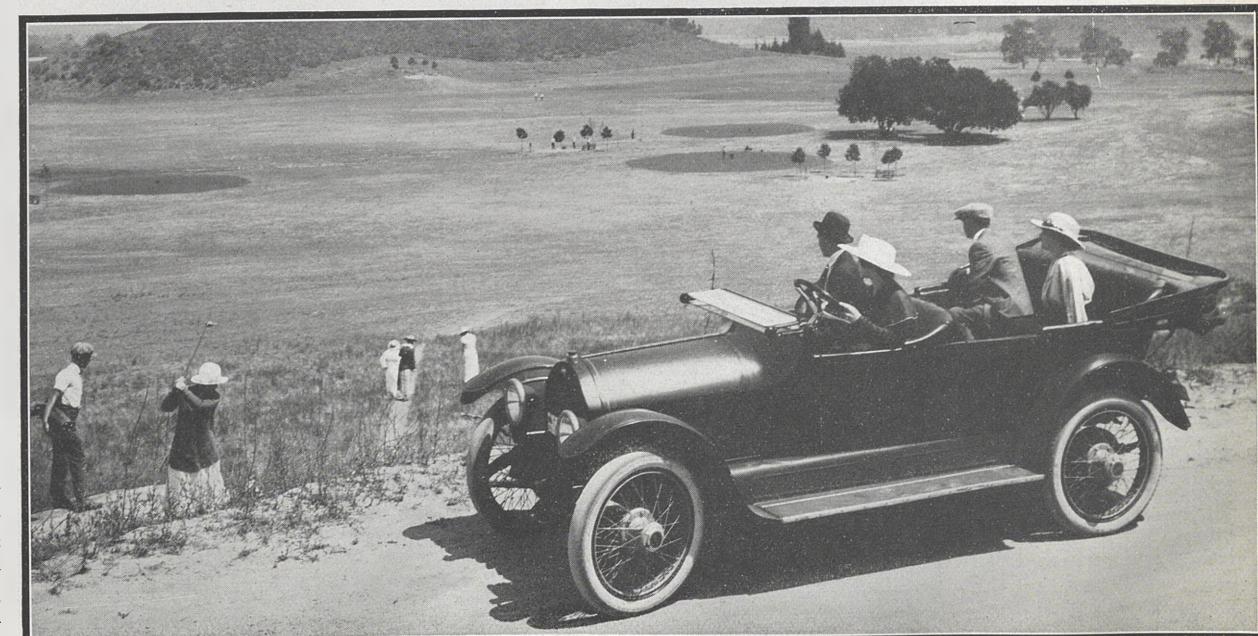
and money, not to speak of experience, to bring them to this point of productiveness.

The subject of irrigation is one that troubles many Eastern people who think of coming to settle in California, to judge from the inquiries received. A mistaken idea prevails to some extent in the East, that farming is only carried on in Los Angeles County by means of irrigation, and that without it crops would be a failure. For all grains and winter crops irrigation is not employed. Corn is irrigated in some localities, being a summer crop, but is successfully grown in many places without irrigation. Upon some lands after a crop raised without irrigation has been harvested, another is raised by means of irrigation. On irrigated land two or three crops a year are frequently raised. The advantages of irrigation are so manifest as not to need discussion. With an artificial supply of water the farmer is rendered independent of the season's rain, while the product of his lands is enormously increased.

The development of the horticultural industry in Los Angeles County during the past few years has been remarkable. The most important horticultural product of the county is the orange. Other fruits raised in Los Angeles County are the lemon, almond, fig, prune, apricot, walnut, peach, pear, apple and berries.

The shipment of citrus fruits—oranges and lemons—from Southern California points for last season amounted to over 48,000 carloads. A large proportion of these shipments is contributed by Los Angeles County. Deciduous fruits are shipped fresh, canned, dried and crystallized. As previously mentioned, an active demand for our dried fruit has grown up in Europe.

Each section of the country, as a rule, has some agri-



Public Golf Course at Griffith Park, Los Angeles



IN GRIFFITH PARK, LOS ANGELES—Three thousand acres of great hills and canyons, with a magnificent system of roads. The park borders on the Los Angeles River for several miles.

Good Roads in Southern California

OWING to the widespread interest in good roads throughout the country, and the fact that this state—particularly Los Angeles county—has taken such an advanced position in their construction, auto owners of the United States generally will be glad to hear something of the scope of the undertakings and the methods used here, together with a few facts pertaining to the climatic conditions and what may be found along the highways.

Natural conditions here are favorable to road making. There is a general slope to the ocean, which makes good natural drainage, and practically eliminates the building of false grades and heavy subgrades. The mountains are of granite formation, and the valleys, filled by erosion from them of decomposed granite on a rock and gravel bed, are naturally drained into "arroyos" or dry washes, which, during the rainy season, carry off the storm water. This decomposed granite makes a wonderfully productive soil, easily cultivated, but when rolled, forms a natural road that has splendid wearing qualities and the advantage of never becoming muddy, drying off within a few hours after a rain. Occasionally patches of adobe or black soil are found in the lowlands.

In the making of the county highways, a uniform, stable foundation is prepared, over which a mechanically bonded course of broken stone is laid and finished with a surface treatment of heavy California asphaltic oil, covered with stone screenings or coarse sand. It will be noted that this method is the same as that promulgated by John Loudon McAdam, in 1819, supplemented with the surface treatment of asphaltic oil to care for the strain developed by self-propelled vehicles, and which also prevents water entering the subgrade. The section of broken stone used varies with the nature of the soil and the estimated tonnage

the roads have to carry, and ranges in width from twenty to thirty feet and an average depth from three to eight inches after consolidation. Heavy steam rollers are used in bonding the broken stone, and also in bringing the oil and gravel surfacing to a smooth and uniform surface. The abundance and wide distribution of the sources of heavy oils in Southern California simplifies the cost of transportation problems for surfacing, and to obtain crushed stone economically, several quarries have been opened at strategic points and crushing plants installed. Both granite and porphyry are used.

The county of Los Angeles issued bonds, in 1908, for \$3,500,000, to build a comprehensive system of good roads, and to date two hundred and seventeen miles have been completed, making five lines from the city of Los Angeles to the various beaches; Foothill Boule-

vard from Pasadena to the San Bernardino county line at Claremont; one road from Los Angeles via El Monte to Pomona; Los Angeles to the Orange county line via Whittier; Valley Road from Pasadena through the San Gabriel Valley to Long Beach on the coast; a road to San Fernando, in the San Fernando Valley, and several shorter lines leading from Los Angeles to closer suburban cities.

This county work is but a small item in the good roads era in California. The state in 1912 committed itself to an issue of \$18,000,000 in bonds to finance the building of a system of state highways, including one route following the coast line and one through the great interior valleys of the San Joaquin and Sacramento rivers, and north to the boundary line. These will in the main follow the present routes, which for the greater part of the year are now classed with the best roads for touring in the United States, and which lead one through scenery which has called forth the admiration

of the world's greatest travelers. Last November \$15,000,000 in bonds was voted for the completion of the present system and the construction of new highways.

Exclusive of the state and county highway projects there are in the eight counties of Southern California approximately nine thousand miles of graded roads outside of municipalities, and of this mileage fully one-half has been surfaced with oil and gravel, steam rolled. The cities in the same territory have graded and surfaced over five thousand miles of streets, making a total of roads already built in Southern California of over 14,000 miles, and hundreds of men and teams are constantly employed building new roads and improving old ones. Then there is the proposed ocean to ocean highway, which is receiving tremendous encouragement along the coast. This grand project will become a reality in a few years; already the route has been planned into Arizona and portions of it were used in the last race from Los Angeles to Phoenix, Arizona.

Besides maintaining an organization for road build-



WHERE OLD OCEAN ROLLS—Surf road extending for miles along the coast north from Santa Monica, leading into canyons and on into the mountainous Malibu country with its large ranches and game and fishing preserves.

ing, nearly all counties have a Forestry Commission to supervise tree planting along the highways. Nurseries have been established to propagate the best varieties of shade trees, and many miles of road are planted each year and properly cared for. A great deal of splendid work is being accomplished in this direction by improvement associations throughout the southland.

Out of three hundred and sixty-five possible days of sunshine the average is three hundred and sixteen days when there is no rain and few or no clouds. With the oiled surface preventing any dust, we need no further proof that Southern California is the nearest ideal place on earth for automobiling. The rains come only in the winter season, the accompanying table showing the average monthly precipitation in inches and hundredths for thirty-four years:

Sept.	Oct.	Nov.	Dec.
.10	.74	1.34	2.81
Jan.	Feb.	Mar.	Apr.
2.95	2.91	3.02	1.00
May	June	July	Aug.
.47	.07	.01	.03

Southern California is noted the world over for its hotels. Not only in the larger cities are first-class hosteries found, but also in the smaller towns.

Practically all the automobiles made have representatives and supply stations in Los Angeles, and repair and gasoline depots may be found in all the towns. Added to this a network of trolley lines throughout the country and numerous telephone stations; a breakdown seldom causes any great inconvenience. A private concern has established an auto service with telephone stations along the principal highway to take care of breakdowns quickly, sending out mechanics and parts or a "tow wagon" on call.

Radiating from Los Angeles, 100 miles a day may be covered for a month on asphalt boulevards sweeping through rose hedged lemon groves, walnut orchards, through canyons fragrant with wild flowers, past growing fields, purling streams, crumbling missions and mighty ocean. The home of Ramona, heroine of the sweetest love story of America, lends its ro-

mantic incense to the scenes; the Imperial Valley—

Nile lands of the continent, immortalized by the story of "Barbara Worth"—is within easy travel, and the Camino Real, the King's Highway trail blazed by the padres "by God's will for the reigning monarch of Spain," spreads its 900 miles of smooth concrete from Mexico to the Oregon line along the path of the ancient and picturesque monasteries of the Franciscan Fathers. The motorist who knows not these has his most pleasurable trips to come.

Those who are eager to learn the touring possibilities of their own land will be interested in the data recently compiled by the Automobile Club of Southern California, which represents the entire southwest rather than any particular section. It has branch offices in Santa Barbara, Bakersfield, Visalia, Pasadena, Riverside, San Bernardino, Long Beach, San Diego and El Centro.

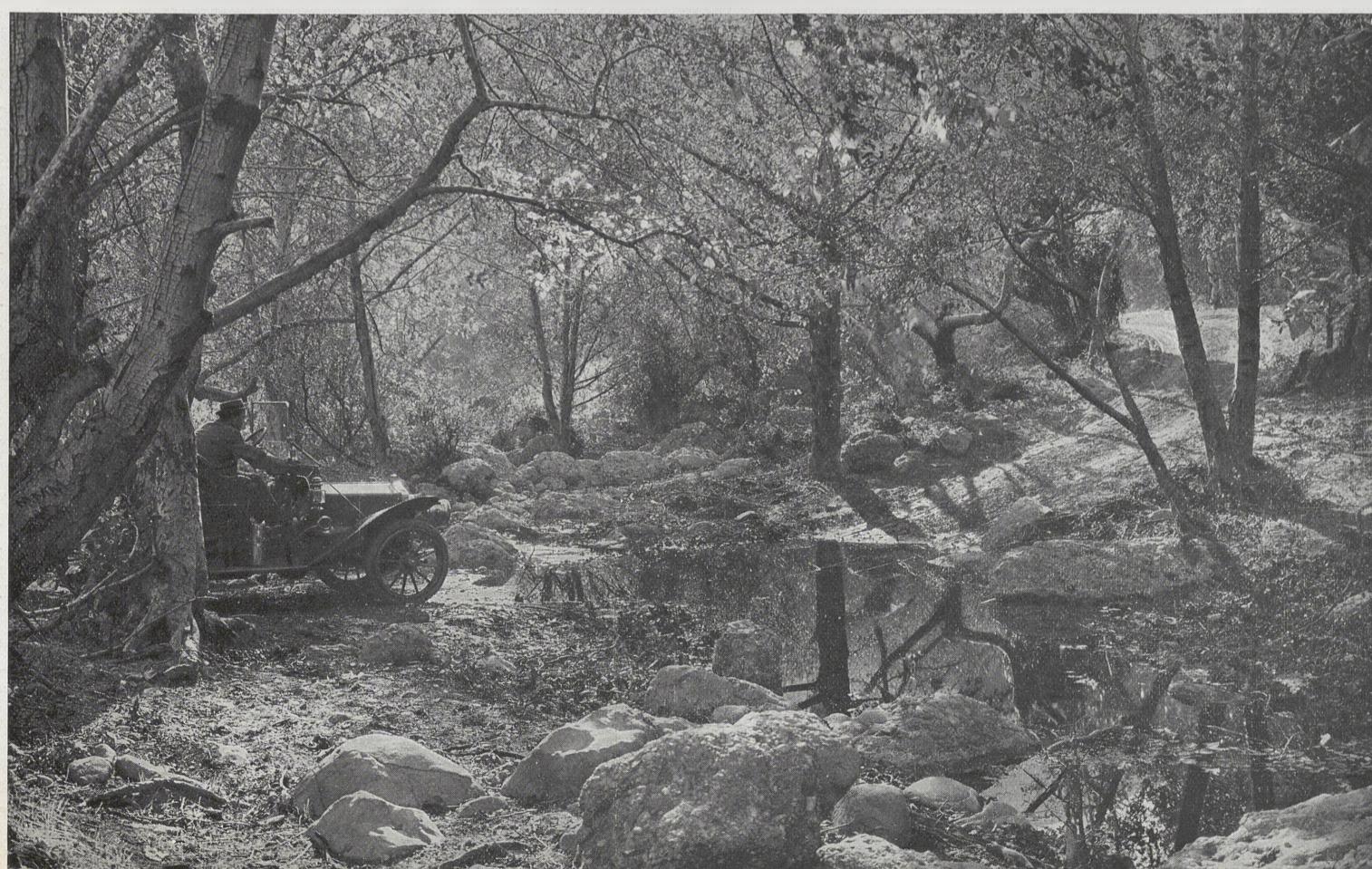
In addition to the magnificent good roads system there is the added auxiliary to comfortable traveling of sign posts. The National Old Trails transcontinental

route, including the Grand Canyon of the Colorado, is posted for 2,000 miles directly into Los Angeles. It is the one route open all the year to easy travel. There are 12,000 miles of roads adequately posted, 14,000 signs having been placed in this work. For this important detail the Automobile Club of Southern California is directly responsible. This organization, incidentally, is the largest of its kind in the world and probably might claim to be the most active without any to dispute. It maintains an insurance department, a legal branch, a theft bureau, a map and route service and a magazine devoted to the interests of its thousands of members and visiting motorists. It has distributed 380,000 touring maps within a single year, and has answered 79,000 requests for touring information inside a like period. There are 118 persons in its employ. The main office is at 1344 Figueroa street, Los Angeles.

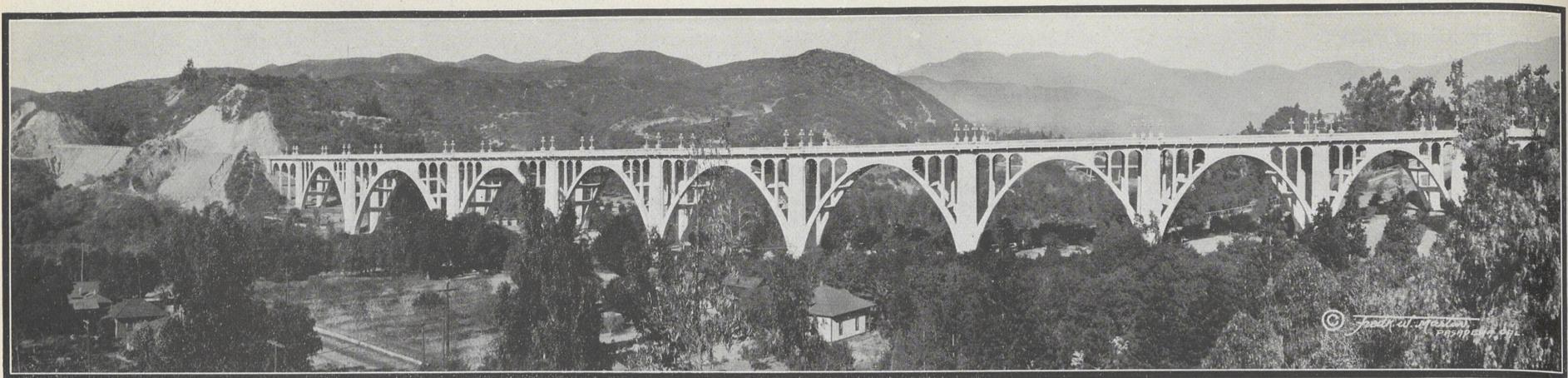
It is impossible in the limited space to more than mention a few of the advantages of Southern California for the auto tourist. Our glorious climate, our generous hospitality, our splendid road systems are the visitor's for the coming, and once here, the allurements of a year 'round spring time, and the broadening out-of-doors life will make its usual conquest, and he will become one of us. Everyone of the United States and an equal number of foreign countries have contributed their quota to the million population of Southern California. The thousands that have poured into this melting pot of geniality have taken the mood of those preceding them and tens of thousands to come will be similarly transformed. The rest of the world, then, need not wonder why Southern California, merry, beaming, delightful with the scent of flowering things and joyous in its possession of so much that makes life worth while, throws open her gates widely and invites all to share her happiness. Anyone interested in business, farming or orchard opportunities in Southern California, making a request for literature to the secretary of the Chamber of Commerce will be promptly answered.



SCENE IN GRIFFITH PARK—Along the "arroyos," or dry water courses are found both deciduous and evergreen trees. Those shown are the Water Alder, which in the summer form a dense shade over the firm natural roadway.



TIME TO CHANGE GEARS—A scene typical of many canyons in the Sierra Madre much frequented by picnic parties. Most of the mountain roads are in splendid shape the year 'round.



Pasadena the City Beautiful

PASADENA, California, is probably the best advertised city of its size in the world. For a quarter of a century it has been the winter Mecca of thousands on this side of the Atlantic, while the fame of its incomparable climate has spread around the globe. In that time it has grown from a little hamlet, surrounded by young orchards and semi-arid grazing fields, to a cosmopolitan city of nearly forty thousand people, with a mid-winter population of much more than that number.

In 1874 a company of eastern people—or rather people from the middle west—purchased several thousand acres of land where the city of Pasadena now stands and formed what was known for some years as the Indiana Colony. Around the nucleus then formed gradually gathered a considerable community, its members looking to the planting of orange groves and the tilling of the soil for their support. It was soon discovered that with the development of additional water the mesa over which the community spread was immensely fertile and the reward of faithful toil very satisfactory. Friends and former neighbors came with increasing rapidity from the home states and ranches were split up and orange groves dug out to make room for winter homes. It became necessary to christen the budding city anew, and after considerable deliberation an Indian name, Pasadena, signifying the Crown or Key of the Valley, was selected, the peculiar and commanding position of the community, at the head of the wide-spreading San Gabriel Valley, determining the choice.

At the head of the San Gabriel Valley, 850 feet above the sea level, Pasadena has a commanding position; and the smiling vale over which the Archangel is said to brood slopes away to the south and east, dropping from 100 to 200 feet to the mile. This wonderful location combined with the gravelly formation of the earth structure beneath Pasadena, furnishes a system of natural drainage so that dampness rising from the ground is unknown.

Right from the bosom of the broad Pacific, the world's mightiest body of water whose average temperature is 55 degrees Fahrenheit, comes the West Wind to Pasadena and the surrounding sections of the Southland. No wonder the red men worshipped this wind as a guardian spirit for it tempers the atmosphere of this semi-tropical country and is the chief contributor to its incomparable climate.

And on the other hand there is the desert stretching inland on the opposite side of the Sierra Madre Mountains, another factor in the conspiracy of a perfect climate.

Even the seasons in the sunny land are not summer and winter as in other parts of the country but "rainy" and "dry." As shown by the table the "rainy season" is from November to April, when practically all of the rain for the year falls. It must not be inferred however that during this time there are continuous rains, for again the records show that we have on

the average of only 33 rainy days a year and there is a saying that there are 360 golf days in Southern California.

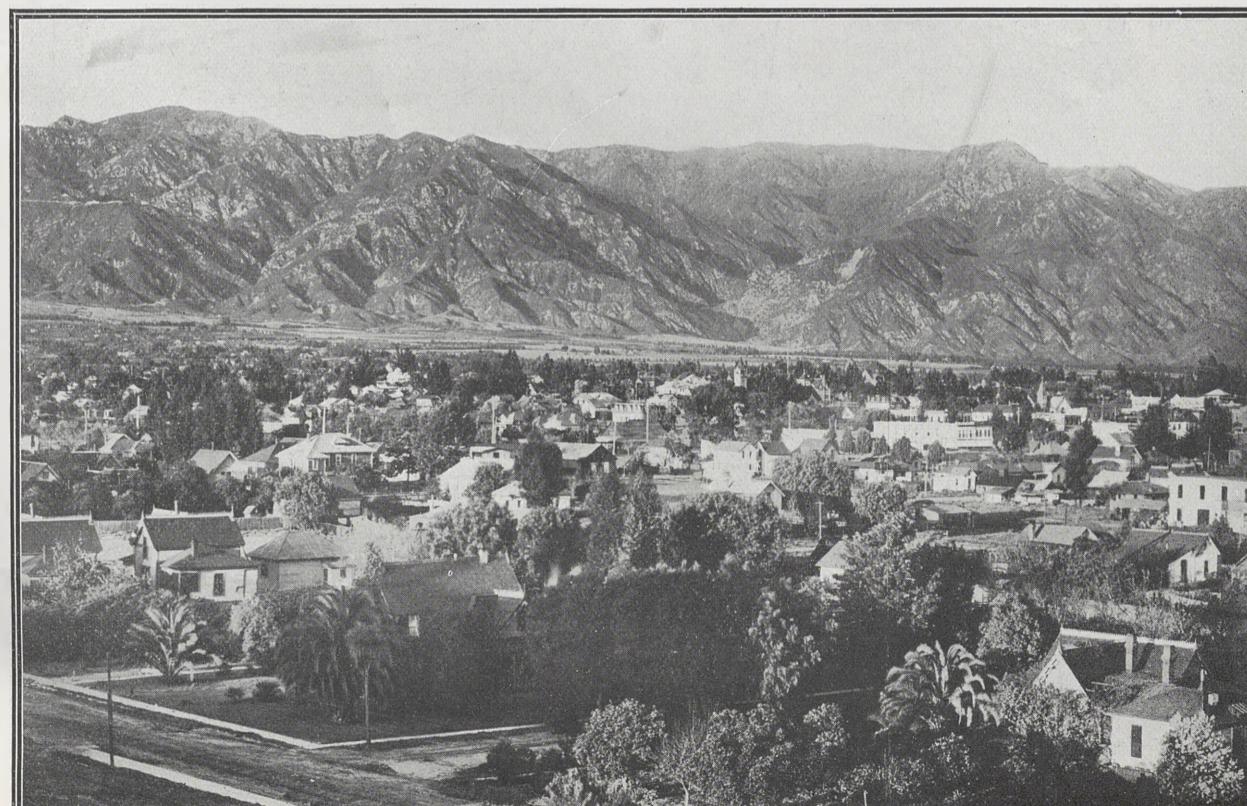
Municipal enterprise is not lacking and there is reason for considerable pride in the numerous civic institutions and departments of work. The city has entered the ranks of those municipalities governed by commissions, a board of five capable men having been elected to be invested with the reins of authority. The

ous parts of the city, and is outfitted and conducted in the most satisfactory and up-to-date manner. One great public playground is maintained, known as Carmelita Gardens, and this is managed and equipped at public expense, with splendid results. It is likely that another similar playground will soon be established in the eastern part of the city, and possibly in the northern part as well. The police force is thoroughly metropolitan, well officered and supplied with the needed equipment for preserving the quiet and peace of the community. The fire department is of high grade, with stations covering all parts of the city. Much of the fire-fighting equipment is horseless, and it is expected that very shortly all of the vehicles in use will be automobile driven. The telephones of the city are closely under city control, the two large competing systems having but recently united into one with approximately 10,000 telephones in use. A modern municipal garbage incinerator has recently been built and placed in operation.

To the visitor from the east Pasadena is a vast flower garden. Here he sees miles of scarlet, pink and white geraniums in great beds, as hedges and as trailing screens from second story windows; heliotropes and fuchsias climbing to the roofs of buildings and the Christmas poinsettias in gorgeous bloom as high as the eaves of the houses. Here are hibiscus and pitosporum and many other evergreen plants grown to veritable trees. He finds roses everywhere, fields of them, hedges of them, bungalows literally buried in them—in endless variety. In mid-winter he is delighted and charmed with the myriad palms, the lace-like pepper trees, the stately cypress and cedar trees, the fragrant magnolia, the dainty leaved acacia, the camphor, the grevillea, the useful eucalypti, the pine trees, the laurel trees, and the ancient-looking liveoaks, to say nothing of the dark foliated orange and lemon and other citrus trees. It is not the bleak winter of his acquaintance.

Of course there are hundreds of homes of very wealthy people. Millions have been spent in the laying out of vast flower gardens around these palatial residences, in their care and maintenance and extension.

Some of these gardens are known the world around and are imitated and pictured and talked about. Notable among these are the wonderful sunken gardens of Adolphus Busch, the St. Louis millionaire, occupying about thirty acres, open freely under certain reasonable restrictions to the public, and representing an expenditure of probably over a half million dollars. The stately Italian gardens of Hulett C. Merritt, those of Dr. Rudolph Shiffman, the Japanese Garden of H. E. Huntington; and a score of others are given as notable examples of the landscape gardener's art. South Orange Grove and Grand avenues with other streets of the neighborhood, and the winding drives of the Oak Knoll district are bordered by magnificent gardens upon which money and skill have been bestowed without stint.



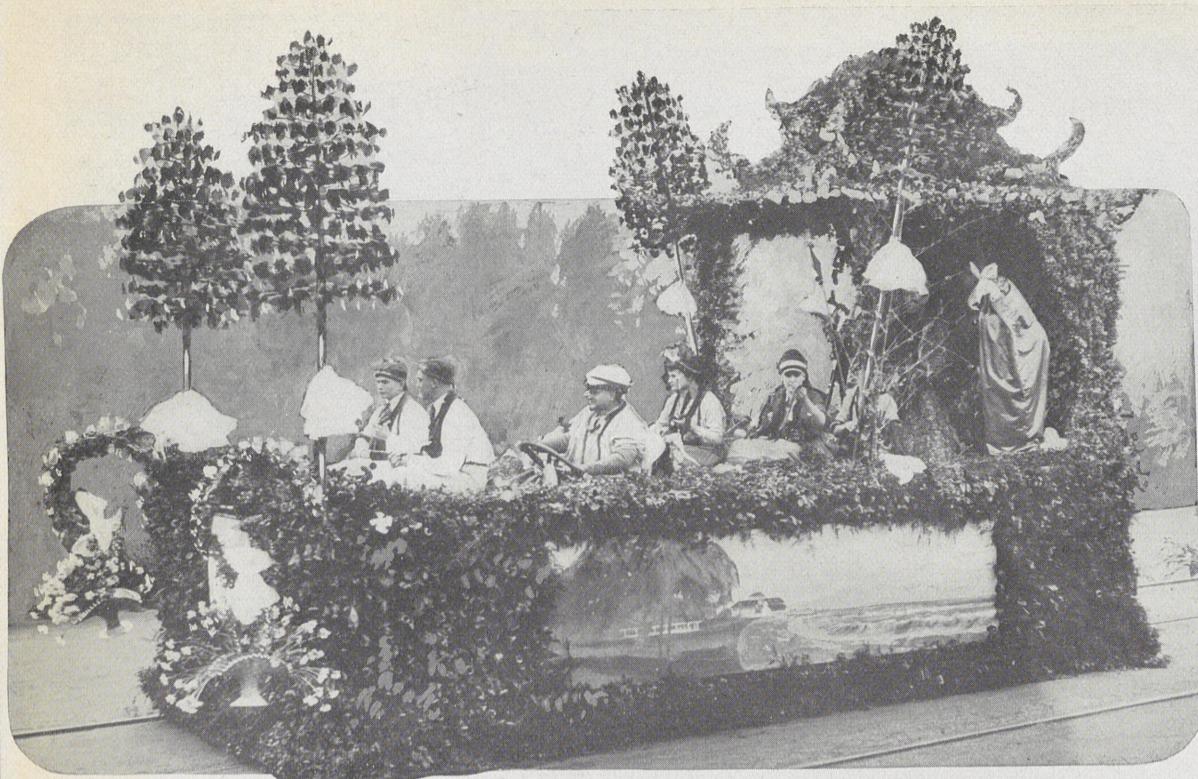
Birdseye view of portion of Pasadena, showing mile high Sierra Madre Mountains to the north. View at head of page is of the graceful Colorado Street Bridge.

Foothills Photo



SCENES FROM THE TOURNAMENT OF ROSES

1. The Little Misses Jaeger, their Dog and Dollies, in Pony Cart Decked in Bells of Paradise, Narcissus, Red Berries and Acacia. 2. Lamanda Park School, a Floral Basket of Pretty Maids. 3. Miss Jessie Burnett, the Polo Girl of the Equestrienne Division. 4. Floral Basket, Representing City Parks. 5. Covina's Entry, Modern Ben Hur in Chariot Drawn by Motorcycles. 6. Floral Lighthouse Entered by Los Angeles Chamber of Commerce. 7. Representing Seventh National Orange Show of San Bernardino. 8. Hotel St. Francis, San Francisco, Floral Reproduction of Mission Dolores, made up in Blue Lupin Flowers and Golden Cross on Apex of Float. St. Francis is Seen Preaching to the People in the Garden. 9. Entered by Imperial Hotel of Tokio and Grand Hotel of Yokohama, Acacia and Flowering Cherry Tree. 10. The Royal Scottish Pipers.



The Marvellous Float from the Hawaiian Islands and the Moana Hotel



Raymond's Great Rocking Float



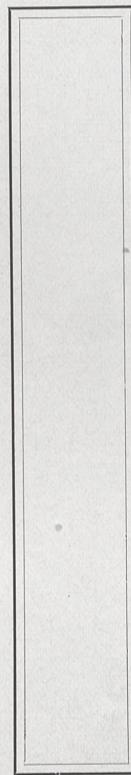
The Green Tallyho



Gay Cavalry

Nineteen Seventeen

THE Twenty-eighth Tournament of Roses has passed into history. It has ceased to be the private possession of the city of Pasadena and has become an all-American source of pride. For the first time in all the twenty-eight years of the Tournament, there was no New Year's Day, and people in our far-away island possessions in the Pacific

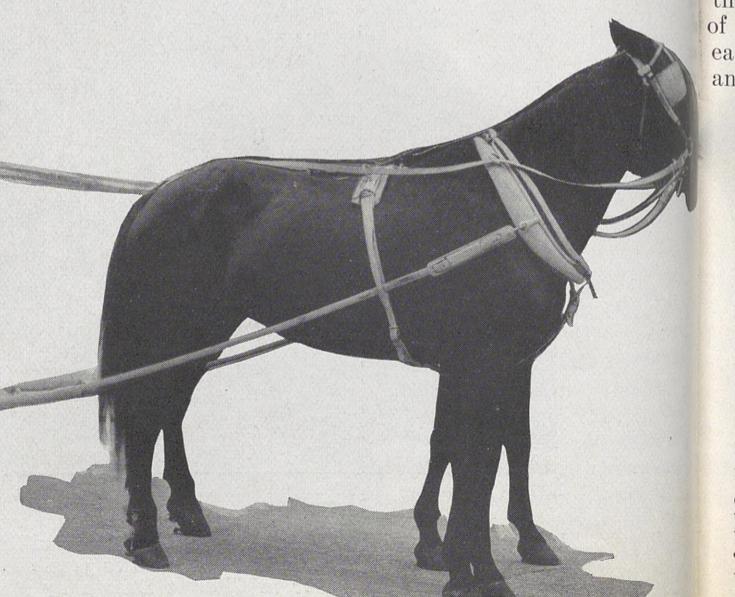


The Del Monte Hotel Sent to the

fragrant flowers streaming through the city of Pasadena in the neighborhood across the Pacific, Japan, also thought of us on New Year's Day. Cities of Yokohama and Tokyo were saying Happy New Year.

Twenty-eight years ago members of the Valley Hunt Club went out in the country and the first tournament procession thru the streets, including the Spanish people of the neighborhood and the Pueblo of Los Angeles, on gaily-caparisoned horses (then there an old carreta creaking its way along the roadside).

They were care free and happy, but they could not lift their heads to see what the future written on the first day of each year in the living blossoms of each year.

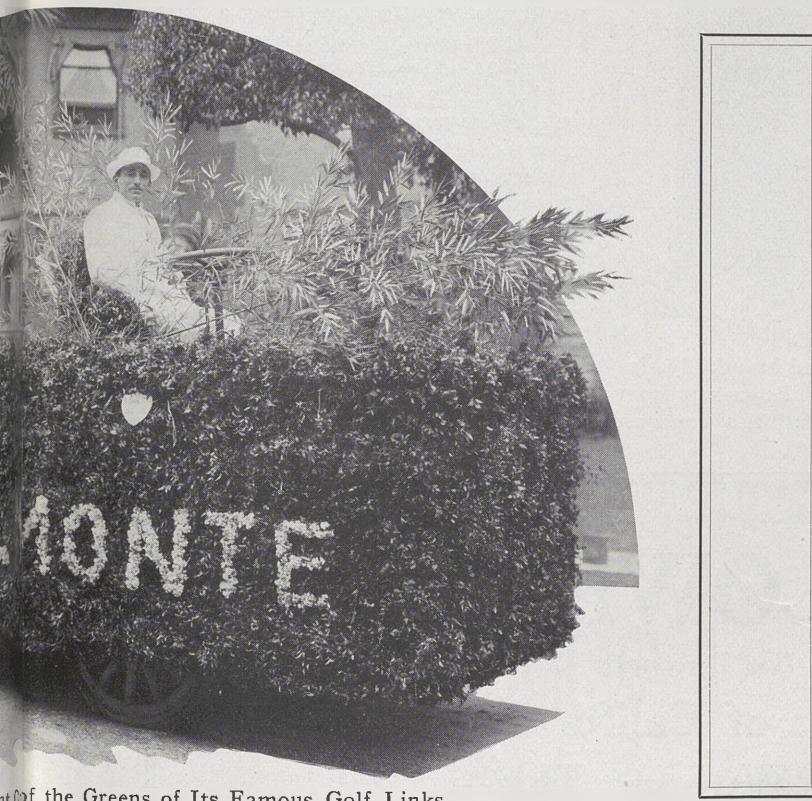




Circle of Fox Hunters

Ten Rose Tournament

in history as the most brilliant of all the famous flower festivals. It has
sade and the state of California. It has become a national institution, an
e forty-eight years, the eyes of America were focussed on Pasadena on New
s Manila and in Honolulu lifted up the eyes of the mind to see the miles of



Monte Carlo Entry

in they had part and lot and in which they felt a personal pride. Our
Year's Day and with a heartier feeling of friendship and comaraderie, the
Yo the Crown City of the Valley and incidently to all America.

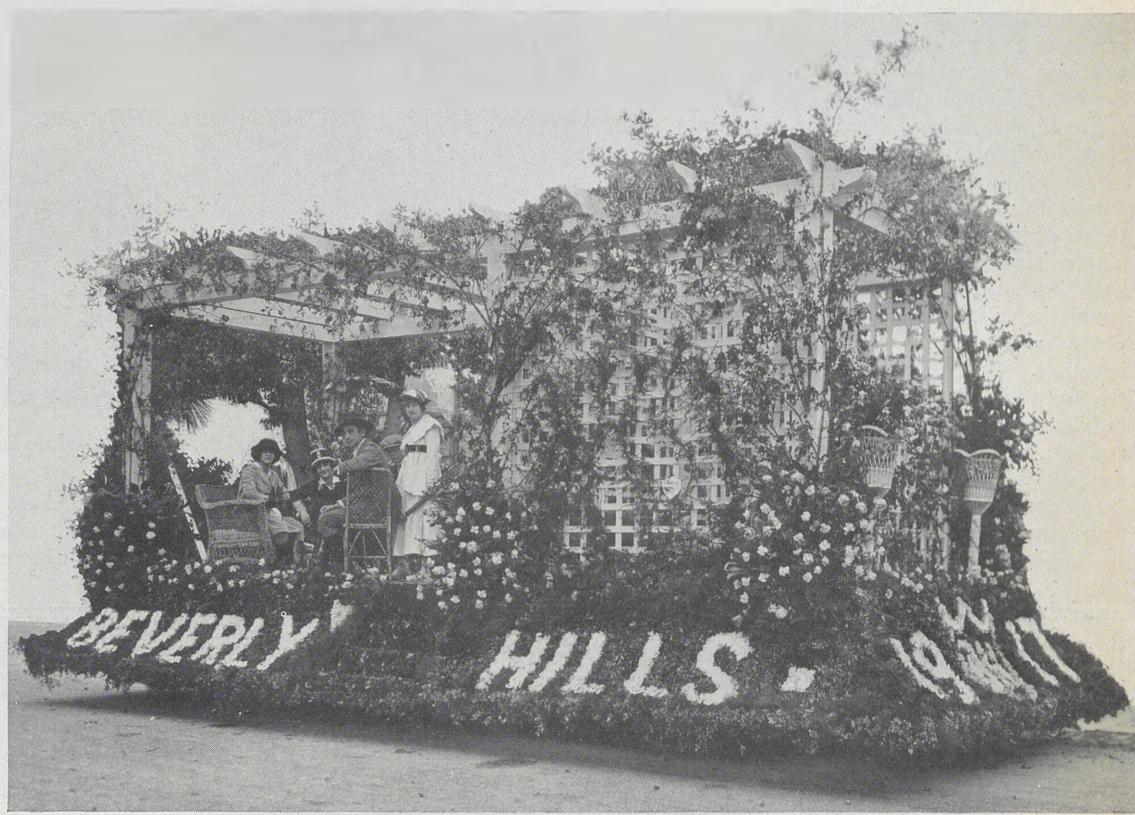
Yield sports on New Year's morning a little way
the little city was composed of many picturesque
d Gabriel and Cahuenga, and San Fernando, and
heen with mantillas over their heads) and here and

lift their eyes and see the colorful history of the
bliss of this chosen land. They could not behold
this city of wealth and culture, the mecca
of "passionate pilgrims" from all over the
earth seeking the riot of beauty
and bloom and poetry that is
the Rose Tournament of the
Crown City of the Valley,
"Our copyrighted poem
in the world's best literature," as Robert J. Burdette, Pasadena's greatest
son, once named it.

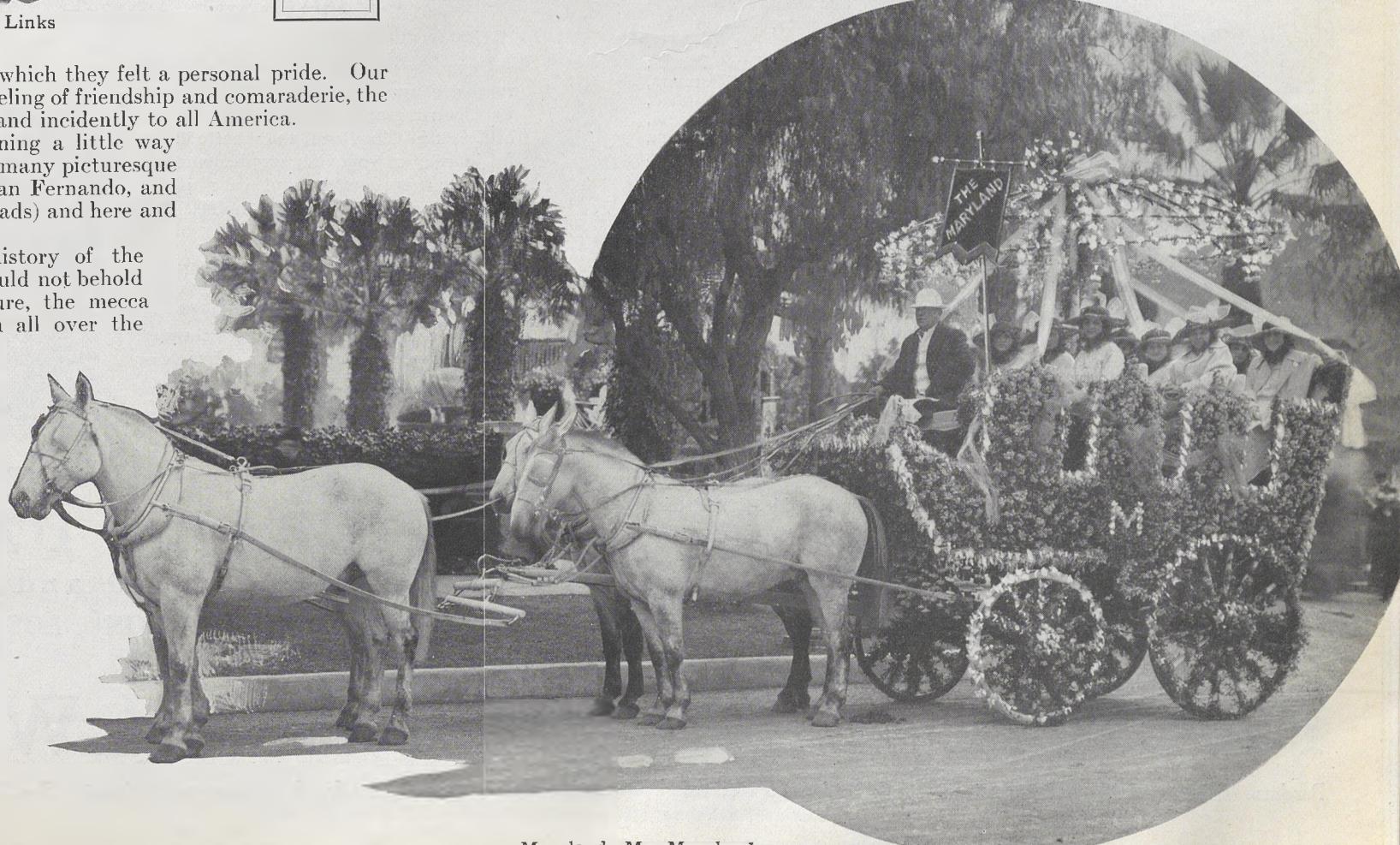
This great cementing
of interests from many
parts of the world was the
work of the president of
the tournament, D. M.
Linnard, who last sum-
mer went to New York,
to Chicago, to San Fran-
cisco, to Portland, to
Honolulu, to Manila, to
Japan, and extended in-
vitations to hotels in these
cities to enter floats in the
parade.



Wonderful reproduction from the famous Mission Inn at Riverside



The Beverly Hills Entry Suggested a Glorified Country Club



Maryland, My Maryland

Famous Hostelry

CALIFORNIA has the most notably unique hostelry in the world in Riverside Mission Inn; in that it combines with successful business management, in a rarely individual manner, beauty, luxury, culture, romance, sentiment and the freer hospitality of the early days when the latchstring was out for all wayfarers. In it also is materialized the mental and spiritual thought of a well-established family, to a degree seldom manifested in business. Hence it is justly famed the world over, and Mr. and Mrs. Frank Miller and Mr. Miller's sister, Mrs. Richardson, have become cosmopolites in the widest sense of the word, while retaining particular loyalty and affection for their own peculiar lares and penates.

Outwardly, the Inn is striking in architecture with its arched corridors that line the streets on the hotel block, its red-tiled roofs, the campanile, the swinging bells and the saintly figures of the main building. But it is its inner structure and the appointments that mark it as most remarkable. They indicate thoughtful study of Mission days and the spirit of the padres, idealized by true liberality into modern use and beauty.

One of the centers of interest in the Inn is the chapel room with its sweet-toned organ, its heavily beamed ceiling, high oaken chairs, stained glass windows, galleries and rich tapestries. In this one could linger indefinitely, drinking in the peace and quiet and inspiration it breathes. Or one may wander off into the network of cells, dimly lighted and redolent of priestly memories of fasting and prayer, where are displayed wondrously fascinating curios. Many of these are to be purchased, at fabulous prices, and yet others are to be found at the beginning of the pilgrimage near the



Dining in Spanish Patio, Mission Inn

office lobby, which may serve as inexpensive mementoes of a visit to the Inn.

Mr. Miller is a connoisseur in the col-

lection of these rare and beautifully significant valuables, which he gathers from all parts of the world. His consign-

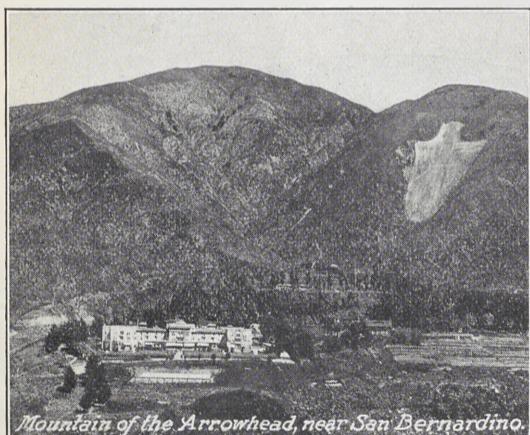
ments from abroad often represent many thousands of dollars. And yet the Inn does not present the air of a musty and dusty museum. There is a hominess and a warmth of welcome that is comfortably restful to any one, and certainly inspiring to the romancer. In patio, entrance, lobby hall, dining-room, lounging rooms, bedrooms the warm hospitality of the homes of the old padres, yet meeting the most exacting demands of world-blase travelers, is strongly felt. The crypt is a banquet hall, the refectory a meeting place for modern knights and ladies, the chapel a music room where the deep-toned organ mingles with the sounds of harp, violin and 'cello at certain hours each day.

One of the prides of the Master of the Inn is a queer collection of bells in a tower room in the roof. There are bells from California missions, bells from old England, bells from Spain, bells from China and Japan and all corners of the earth. And each has its charming bit of history, touched with stirring epochal interest or quieter romantic tones, to beguile you back into the far distant past and into foreign lands.

About every detail of the household, for it seems more like being made a member of a well-ordered home of wealth and culture than being a mere passing guest at a public house, Manager Miller has added a peculiarly individual touch. The table service, the entertainment of the guests generally; everything has a distinctive note. Mr. Miller stands in his relation to the hotel business as Thomas Bird Mosher does to the book publishing business—even his stationery and table menus are interesting enough to be preserved as souvenirs. For a wedding or honeymoon there is no place equal to the Inn and it never loses its interest for the discriminating regardless of present or past condition of voluntary "servitude."

Orange Empire Trolley Trip

Personally Conducted :: Through The "Kingdom of the Orange"



Seen On Orange Empire Trolley Trip

Sherman Indian School. After being conducted through the school the party returns to Mission Inn where ample time is given for a tour of inspection of this unique hostelry, accompanied by the Guide-lecturer.

The parent naval orange trees are seen on this trip.

At Redlands—The car passes through a beautiful residential district and a ride over Smiley Heights is given without charge.

Round Trip Fare From Los Angeles or Pasadena \$3.50
Including All Side Trips and Reserved Seats

Leaving Pacific Electric Station, Sixth and Main Streets, Los Angeles, 9:00 A. M., passing out through Covina, San Dimas, Lordsburg, Pomona, Claremont, Ontario, Upland, Alta Loma, Etiwanda, Fontana and Rialto Citrus Districts to San Bernardino, Riverside and Redlands. The greatest orange-growing section in the world.

At Riverside the car passes down famous Magnolia Avenue, giving a comprehensive view of Mt. Rubidoux crowned by the Juniper Serra cross, to

MT. LOWE MILE HIGH \$2.00

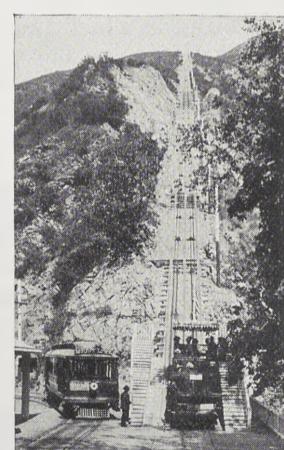
Not Personally Conducted

Any Tour of California Incomplete Without This—

Over the mountain trails through rugged canyons, forest of oak and pine, by electric trains to near the bald top 6100 feet in Cloudland; the most delightful journey of your life; supplemented by refreshments, comfort and ease at Ye Alpine Tavern, the beautiful inn 5000 feet up the mountainside.

Spend a delightful week or week end at Ye Alpine Tavern and Cottages. American plan \$3.00 per day, \$15.00 per week up. Housekeeping cottages cheaper. Camp supplies at city prices. Lunch or dinner 75 cents.

Saturday and Sunday evenings view Jupiter through great telescope at Echo Mountain. Can now best be seen.



The Famous Incline

FIVE TRAINS DAILY
8, 9, 10 a. m., 1:30 and 4 p. m.
FROM MAIN STREET STATION LOS ANGELES

PACIFIC ELECTRIC RAILWAY

Purchase Tickets and Make Reservations at Information Bureau, Main Floor, Pacific Electric Building, Los Angeles, or any regular Agent. See Illustrated Folder

Flintridge

JUST close your eyes and dream of winding roads and rustic bridges, stately oaks and singing birds, friendly foothills and distant mountains, a broad valley dotted with homes, a warm fragrant atmosphere of verdant fields and sage-covered hills—Then think of everything you have always wanted in a high class residential district, and the reality will be **Flintridge**.

Pasadena Sales Office
at number 254 East Colorado Street.
Telephone Colo. 555.
Agent also on Tract.

- Situated on the Arroyo Seco on main highway north of Pasadena.
- 1500 acres of slightly knolls and level acreage—ideal for country estates.
- Senator Frank P. Flint has expended more than \$200,000 in general improvements.
- Pure mountain water in unlimited quantities.
- Mutual building restrictions to insure harmonious development.
- City conveniences; wide, winding, tree-lined boulevards.
- Oak or sycamore trees on 80% of the lots.
- Hourly motor bus service from business center of Pasadena.
- Accessible to Annandale Country Club and Golf Links.

Write Today for Picture Story of Flintridge

Hotel Alexandria

Fifth and Spring Streets

Los Angeles, California

AN ABSOLUTELY FIRE PROOF HOTEL
OF DISTINCTIVELY HIGH STANDARDS

A magnificent structure in steel, marble and concrete, located in the heart of the city's throbbing life and activity.

The pivotal point about which the theatrical, shopping and financial districts revolve.

A Hotel that presents the last word in the science of hotel building and hotel keeping.

A Hotel that realizes its heavy responsibility to the public; that considers no effort too great, no detail too small if it tends to please its patrons.

The Alexandria conservatory foyer is the rendezvous of cosmopolitan Los Angeles. It is a charming place for matinee tea parties.



The Franco-Italian dining salon and Alexandria Grill are under the personal supervision of maitre d' hotel C. V. Nagel, a caterer of international reputation.

A business men's luncheon is served daily in the Grill at the uniform price of 75c and an after-theater supper served nightly in the Grill at the uniform price of \$1.00.

Magnificently appointed banquet rooms provide exceptional facilities for public and private luncheons, receptions, dinners, suppers, theater parties, weddings, etc.

ALEXANDRIA HOTEL COMPANY

VERNON GOODWIN, Vice-President and Managing Director

Izaak Walton's Disciples in Paradise



Southern California is Noted Among Anglers for Both Big Sea Fish and Mountain Trout

Out of Doors the Year Around

SWITZERLAND has often been called the "Playground of Europe." Southern California, and particularly Los Angeles County, may well be termed the playground of the United States. The pleasure seeker finds an "embarrassment of riches" as there are so many attractive points to visit between the sea coast and the mountain summits. Then, again, in Southern California almost every day in the year is a "fine day," so that the visitor is not restricted in the time which he can devote to making himself acquainted with the country. Los Angeles County offers many and varied attractions to the lover of nature, the mountain climber, the hunter, the naturalist, the botanist, the geologist and the antiquarian, as well as those who come here simply for rest and recreation.

The Los Angeles County coast line contains a varied succession of scenery. In addition it has this great advantage, that the beauties of the beach and ocean may be enjoyed to perfection every month in the year.

The leading seaside resorts of Los Angeles County are Santa Monica, Ocean Park, Venice, Manhattan, Hermosa, Redondo Beach, Clifton-by-the-Sea, Long Beach, Terminal Island and Catalina Island.

Santa Monica, which is reached in less than an hour by two electric roads, is a well-improved and progressive city, with beautiful homes, fine beach, and many attractions for summer visitors. Ocean Park, south of Santa Monica, is built up with artistic cottages for a couple of miles along the beach, with a cement walk four miles long and thirty feet wide. Venice, the "Atlantic City" of the Pacific, reached in about thirty minutes from Los Angeles, is a most unique and attractive resort, and the best lighted beach city in the country. Redondo has a large hotel; a wharf from which fishing may be had; a swimming bath house, and a pebble beach.

Long Beach, a few miles east of San Pedro, reached by steam and electric railroad, is a thriving city of over 40,000 people, with one of the finest stretches of hard, level beach on the coast, a pleasure wharf 1800 feet in length, with a large sun parlor at the outer end. During the past few years the growth has been very rapid, and a protected harbor has been developed within the city limits. Long Beach is well supplied with first-class hotels and apartment houses. Alamitos Beach, adjoining Long Beach, has a high, breezy location on a bluff. During the past few years there has been quite a boom in beach property, and half a dozen new resorts have been laid out.

Santa Catalina is a picturesque, mountainous island, about thirty miles in length and twenty-five miles from the mainland. The water here is remarkably calm and clear, so that marine growths may be seen at a depth of 50 feet or more. There is fine still-water bathing, big fish in immense quantity, which attract amateur fishermen from all over the world, stage riding, goat hunting and other attractions. Large hotels and cottages together with a "tent city," furnish accommodations to visitors, and a fine band plays during the summer season. The island is conducted as an "up-to-date" winter as well as summer resort, steamships making daily trips from Los Angeles Harbor. Thousands of people from Southern California, Arizona and more distant points visit Catalina each year, many of them



"January Morn" in Southern California

"camping out" for several months in the "Canvas City."

The Sierra Madre, or Mother Range, the foothills of which are about ten miles from Los Angeles City, is a most picturesque and interesting range, which no tourist should fail to explore.

The two most popular peaks in the Sierra Madre are Mount Wilson and Mount Lowe. The former is reached by a comfortable trail, either on foot or on horseback. Near the summit is a picturesque camp where good accommodations are furnished to visitors. The crest of the mountain is a park-like tract, shaded by giant pines, from which the visitor looks across a tremendous gorge into the heart of the range. Here is an astronomical observatory with the largest telescope in the world.

Mount Lowe is reached by cable and electric cars, the whole forming an interesting and ingenious system of mountain railway, which extends to Alpine Tavern at a height of about 5000 feet. Half way up is Echo Mountain, where there is an observatory.

Among the game found in Los Angeles County are wild geese, ducks, snipe, quail, plover, curlew, cottontail and jack-rabbits, squirrels, foxes, deer, bear, wild cat and mountain lion.

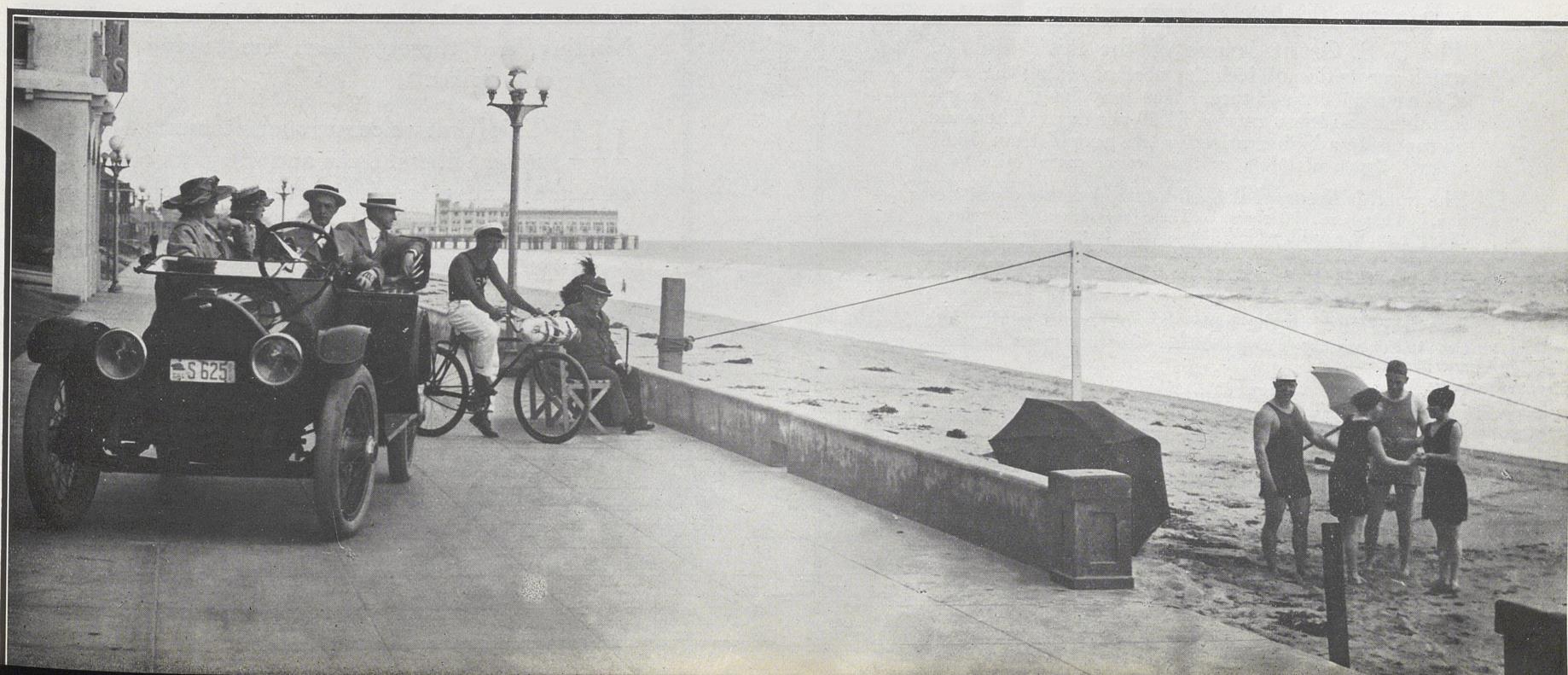
The angler finds trout in the mountain canyons. In the ocean there is excellent fishing with rod and reel, and some remarkable catches are made. The yellowtail, ranging from 15 to 80 pounds in weight, is very numerous in the waters of the Pacific. The tuna attains a length of five feet or more, and weight of from 100 pounds upward. Black bass, or "jew-fish," are sometimes caught weighing 400 pounds.

If deep sea angling does not tempt there is the surf fishing and the pleasure piers that pierce the ocean every few miles on the west and south coasts. The easterner accustomed to trout rod need not feel lonesome, for within a few hours' journey from the sea are the mountain streams and lakes in which abound the gamy rainbow, steel head, golden, brook and lake trout. The Angelus fish hatchery in Owens valley, just completed, is the largest on the continent. Streams and lakes are stocked each season and in addition the mountains afford hunting ranging from quail to deer and bear. Rod and gun need not be left at home when the trip is made to Southern California.

The lover of outdoors may find almost any temperature or sport within the day. A dip in the surf as an appetizer for breakfast may be followed by a luncheon in the orange groves and a fresh caught trout dinner in the mountains in the evening. From sea bathing to snow is easily obtainable from daylight to dark.

The nearest national forest to any large city is the Angelus reserve within a few miles of Los Angeles. Thousands of residents pass their vacations in these primitive haunts the government now encourages its people to utilize. Week end dwellers are plentiful because the distance is but a few hours from the very heart of civilization. Lots for cabins may be leased in the reservations at nominal cost.

These are a few of the reasons why the land of a million fronded palms and a billion blossoms sounds a clarion call for twelve months in the year to the recreation seeker or home maker.



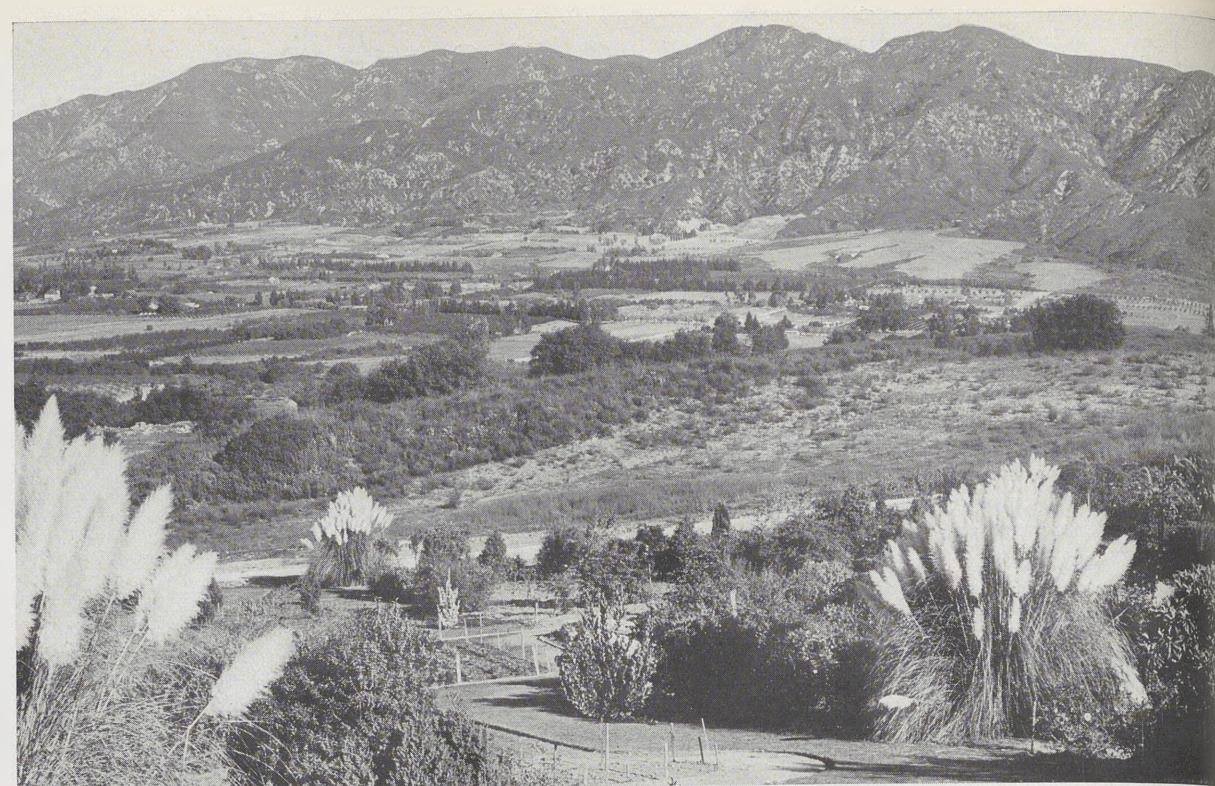
Home of Celebrities

STORIES about California may sound to Easterners like the fabrications about the fabled Seven Cities of old. Some of them probably are touched up somewhat. But there is no need to stretch the truth in order to make a wonderful story. One has but to pass a season or so here in order to become enamored of the state and the climate sufficiently to recall the pleasant days bowling over the smooth and picturesque highways of Southern California especially, or on the golf links, or at the seashore. The memory always remains as a lure.

Men of importance in every line of activity come to California to pass the winter months or to remain as permanent residents. Statesmen, bankers, writers, manufacturers, actors and musicians are here in large numbers. As one of the Los Angeles librarians remarked recently, "It never surprises me to look up and see a celebrity at my desk. Every one worth while comes here at some time, and many of them buy vacation residences or permanent homes." To this favored spot also come the polo enthusiasts, tennis experts and golfers, and those who enjoy fishing on the deep blue sea, in the placid lakes or mountain streams. The population of Southern California is largely made up of those who came here for a brief visit and found living conditions so agreeable and life-giving that they now make their homes here.

Southern California seems particularly favored by men who are prominent in various lines of achievement, among them are Mr. Gillett, the safety razor man; Frank A. Vanderlip, the famous banker; George W. Wilder, president of the Butterick Publishing Co.; Elsberry W. Reynolds, publisher of Harold Bell Wright's books; D. B. Gamble, whose Ivory soap is a world wide staple; William Wrigley, the millionaire gum manufacturer; John Shepherd, former merchant prince of Boston; the Messrs. Scripps, owners of an important chain of daily newspapers; William L. Green, formerly of the Green Mercantile Co. of St. Louis, and John N. Willys, automobile magnate.

Among those persons known to fame also, who have yielded to the charm of the Golden State, are Mrs. James A. Garfield, George F. Edmunds, James W. Foley, the poet, Stewart Edward White, the novelist,



Flintridge, a Beautiful Tract Just Opening for First-class Residences

Madame Schumann-Heink, Mrs. Carrie Jacobs Bond, whose beautiful song, "The End of a Perfect Day," has delighted millions, Bernheimer Brothers, cotton merchants of New York, whose Japanese hill-top villa at Hollywood has a wonderful beauty, and Charles M. Post, formerly treasurer of the Lyon & Healy Co. of Chicago. Then there are Charles Wakefield Cadman, the composer; Ignace Paderewski, famous pianist; Richard Miller, artist; George Marquardt, violinist; Cecil Fanning, Upton Sinclair, Norman Geddes, artist; Kate Sanborn and Zona Gale, to mention but a few more of the interesting folk who have yielded to California's charms.

As to theatrical luminaries, Hollywood simply revels in the blinding brilliance of the names and fame of those who join the artist colony from time to time. Pavlowa, Farrar, Tyrone Power, DeWolf Hopper,

Frank Keenan and others many of whom have been inspired to great dreams by the possibility for the development of an art center which they saw here. On Broadway, according to one well known actor who came here to get away from strenuous social demands of Broadway, New York, one meets almost as many dramatic celebrities as in the east.

The man of wealth sees a vast playground and possibilities for further development that allure to experiment. The poor man sees a moderation of the strenuous struggle for existence, some degree of comfort not possible in a colder clime and the prospect of inexpensive pleasures beyond his reach elsewhere. As one man put it, "I'd rather be a beggar in California than a merchant prince in the east." Many who come to scoff go away to return to live.

The U. S. Grant Hotel San Diego, California

Comfort and prompt courteous attention to guests have made the U. S. Grant Hotel the center of social life among members of San Diego's winter colony.

By this means, The U. S. Grant has built up a distinct clientele and old friends come year after year to make this hotel their winter home.

The U. S. Grant is one of the few hotels at which guests do not feel the need of asking the price of their rooms in advance. One may be made comfortable at as low a rate as \$1.50 per day. There are no rooms at a higher price for two people than \$6.00 a day. Rooms of the latter class are, of course, with bath.

The hotel is fireproof and of latest concrete construction. There are 500 rooms. There are elegantly appointed dining rooms, a grill, which, for beauty, is unsurpassed in the state, modern ball rooms, a spacious and sunny palm court—these are some of the reasons for the popularity of The U. S. Grant.

The location is in the heart of the business district, close to the best shops and theatres. The bus meets all trains and boats.

Entertainment which ranges from cabaret to light opera at times, makes the grill one of the most popular amusement places in the city. Dinner dances are given each night except Sunday.

Make the U. S. Grant your winter home.

JAMES H. HOLMES, Managing Director
O. L. CHAFFIN, Assistant to the Manager

Give Him a Chance

I Many a splendid young chap has lost out largely because he has not had the proper financial training.

II Parents who are able should by all means give their children a definite allowance and let them handle their own banking, and thereby learn the buying power of a dollar.

III This bank welcomes such accounts upon a liberal basis, and will gladly extend a kindly, helpful service to such depositors.

Bank of Italy
COMMERCIAL SAVINGS

LOS ANGELES BRANCHES
BROADWAY AND
PICO AND ELMOLINO SEVENTH 220 NORTH SPRING

1916 THE BANNER YEAR

THE PACIFIC MUTUAL LIFE INSURANCE COMPANY OF CALIFORNIA has just completed its **Forty-Ninth Year** and had on December 31, 1916, \$171,913,618.00 of Paid-for Life Insurance in Force, which is a Gain of \$11,253,916.00 for the year 1916.

The Company put on its books \$25,173,909.00 of new Paid-for Life Insurance in 1916, which was \$3,655,355.00 more than in 1915; and collected \$2,012,256.74 in Accident Premiums, being a Gain of \$218,161.97 over the year preceding.

\$3,070,585.58 were added to the Company's Admitted Assets in 1916, which now Total \$38,727,196.62. The Cash Income for the year was \$10,403,191.29, which was \$649,504.13 more than in 1915.

The Pacific Mutual has a Fully Paid Capital of \$1,000,000, and Surplus Funds (Assigned and Unassigned, Exclusive of Capital) of \$3,932,024.50. \$427,217.03 of this latter amount was added in 1916.

The Company Paid its Policyholders a Total of \$4,344,645.43 in 1916. It has Paid to Policyholders Since Organization \$48,695,123.24, and now holds for the benefit of Policyholders \$32,552,735.15 in Policy Reserves.

Funds invested in Approved First Mortgage Loans are \$21,963,261.22, on which the Average Rate of Interest Earned in 1916 was 6.44 per cent. Average Interest Earned on Total Invested Funds was 6.33 per cent.

The Death Rate in 1916 was low, being only 58.10 per cent of the Normal or Expected Mortality.

OFFICERS AND DIRECTORS

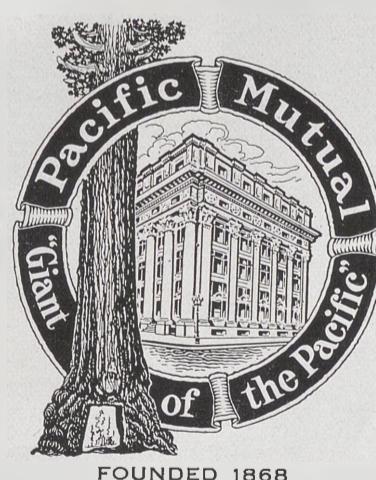
GEORGE I. COCHRAN
GAIL B. JOHNSON
DANFORD M. BAKER
LEE A. PHILLIPS
RICH J. MIER
C. I. D. MOORE
W. H. DAVIS,
DR. W. W. BECKETT
ALFRED G. HANN

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Vice-President
Second Vice-President
Third Vice-President
Fourth Vice-President
Secretary
General Counsel
Medical Director
Actuary

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J. C. DRAKE,	Pres. Los Angeles Trust & Savings Bank
JOHN B. MILLER	Pres. Southern California Edison Co.
LUCIEN SHAW	Justice Supreme Court of California
DR. MILBANK JOHNSON	Los Angeles
ISAAC MILBANK	Los Angeles
DR. JOHN R. HAYNES	Los Angeles
JOSEPH H. CLARK	Santa Monica
DR. H. G. BRAINERD	Los Angeles

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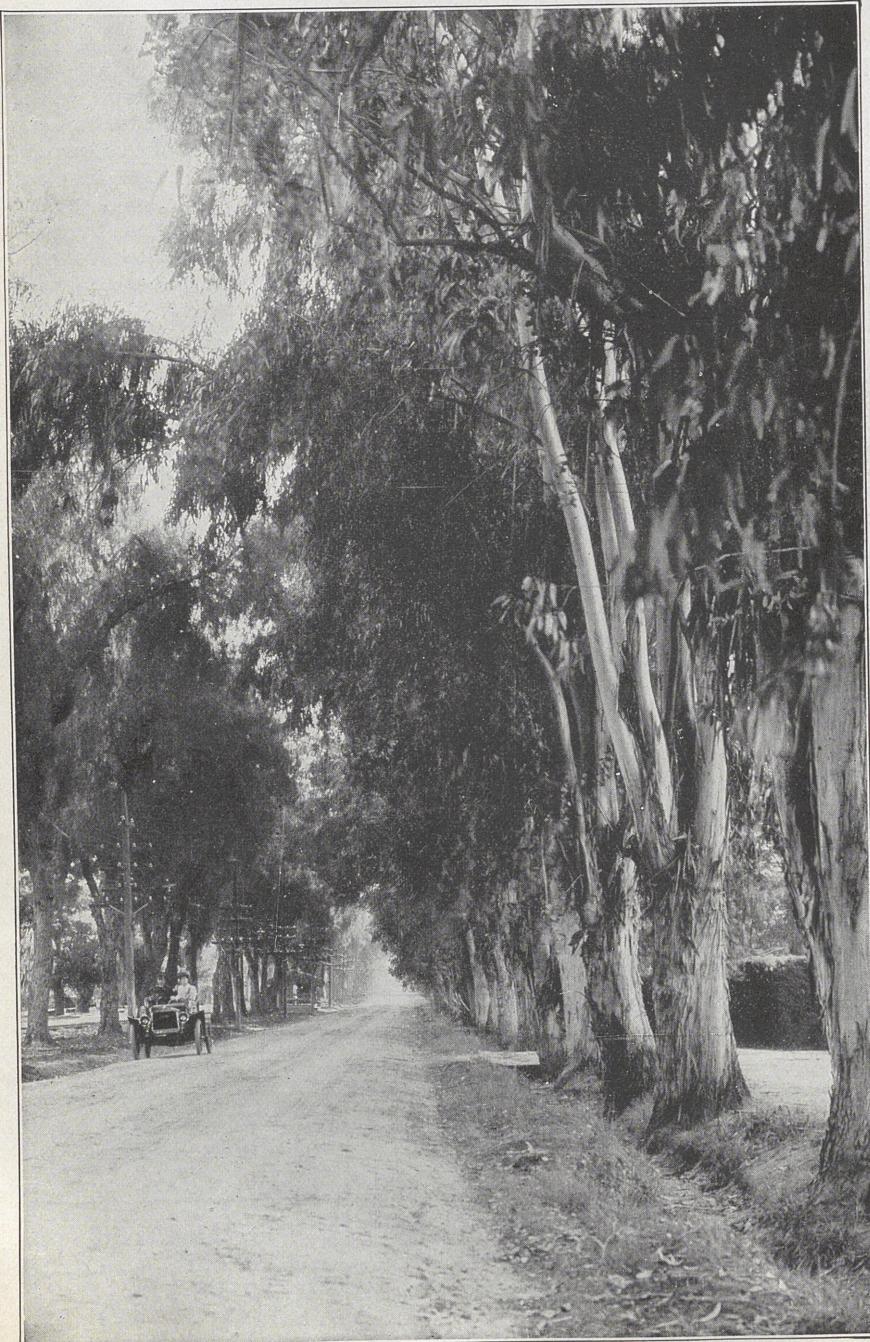
Main 1889

Home Office, Sixth and Olive Streets, Los Angeles

The Pacific Mutual was founded by the late Senator Leland Stanford and his associates in 1868, and is now the largest company west of Chicago. Immediately following the Great Fire of 1906, the Company moved its head office from San Francisco to Los Angeles, and now occupies its well known building at Sixth and Olive Streets. The growth of the Company since 1906, as indicated by the following figures, will interest Los Angeles people.

Year	Admitted Assets	Cash Income for the Year	Life Insurance in Force	Accident Premiums Collected	Paid Policyholders During the Year
1906	\$12,721,563.68	\$4,978,009.34	\$92,634,087.00	\$598,548.00	\$1,715,121.04
1916	\$38,727,196.62	\$10,403,191.29	\$171,913,618.00	\$2,012,256.74	\$4,344,645.43

Redlands from the Famous Smiley Heights



Good Roads and Eucalyptus Avenues Are Common



Through the Peppers



Typical California Bungalow

Book Reviews

"THE Lure of the Desert" by Madge Morris Wagner comes at a time when we are sadly in need of real poetry. This is an era of experimentation; when the poet is trying his hand at diverse forms, and generally with results that make us turn our eyes Olympian and exclaim: "Shades of Sappho and Theocritus." Mrs. Wagner's poetry, like her beloved desert, is fine, big, healthy, and free; but free, not in the sense of free-verse God be praised. She paints for us a series of pictures that are so colorful that we do not feel the need for pigments. Her desert poetry has a triumphant symphonic strain, rather than lyric quality. She sings naturally; is untrammelled and free, and has shaken off the petty conventionalities of man, to become the mouthpiece of Nature. We live in her desert. She is "In tune with the Infinite," and unafraid. She tells us of what she sees with dignity, sincerity, truthfulness, and vigor.

"Pink throated lizards pant in thy slim shade;
The horned toad runs rustling in the heat;
The shadowy gray coyote, born afraid,
Steals to some brackish spring and laps
and prowls
Away; and howls, and howls, and howls,
Until the solitude is shaken with an added loneliness."

Here is a startling and beautifully delineated picture painted by one who knows the desert. Although there is nothing particularly poetical about the howling of a coyote, Mrs. Wagner has made her coyote as poetical as the pink throated lizard. Robert Browning would have loved this passage.

"The world is so new you could talk with God
In the Yucca land."

These two verses sum up miles and miles of the parched desert land of the New World. No poet could have such a thought about the Egyptian desert, for it is as old and wrinkled as the mummies in the museum at Cairo.

To California
Her breath is the purest, the wine of her mouth
Is richer than Circe's of old,
Her sandals are laced with the silk of the South,
Her bosom is woven with gold.

This lyric applies to Greece as much as it does to Southern California, and it might have been written by the Aegean Sea. It contains much of Old World culture. For contrast, notice the following:

Not Acclimated
I hate you Southland of the southern west,
I say I hate you! All your hot brown breast
Is dried and shrivelled up. Your wide hot mouth
Breathes only scorching desolating drouth.
Your mountains toss their jagged peaks, and stop
Just short of majesty. Your rivers drop beneath the sands of their own beds, and seep
Through mud and roots and rotted things, and creep
Like cowards to the sea. I say I hate you!

This startlingly original conception of Southern California is one of the best poems in the collection. The mountains short of majesty and the coward rivers are splendidly imagined. One can hate Southern California on a hot August or September day, when it is a country mummified, and Mrs. Wagner has caught this aspect and has pictured it in a most unforgettable manner. In this poem Not Acclimated (the carping critic might quarrel with the title) we have some of the best poetry of the book.

The poetry that does not deal with the Southland or nature is not quite so fine. Mrs. Wagner is at her best when she writes of those things that lie closest to her heart, but "To a Mummy," "Sappho

to Phaon," "The Christmas Cross," "Coronals," "Inconsistency," and "An Inward Glance" show Mrs. Wagner to be an intellectual or poet's poet as well as a great painter of landscapes.

"Rocking the Baby" will undoubtedly be a much cited poem, but somehow, it misses fire. This is not because Mrs. Wagner failed to feel what she was writing, but because she felt too much what she was writing. Through over-feeling, she has under-expressed herself. The same thing has happened in "Somebody's Baby Dead," and this last mentioned poem is one of the very rare commonplace poems of the collection. "Her Christmas Gift" is exquisite. It rings true and has that skillful touch that keeps it from being mawkish, the great danger to all love poetry. "To You," "When the Roses Go," "I Have Never," "You Think a Serious Thought," all contain fine lyric quality. "Across the Great Divide" is particularly lovely:

I never hear the night wind blow,
Or see a red rose pearl with dew,
Or hear a lark's song in the dawn,
But that I think of you,—
Of you, dear heart, of you.

The following poem is full of a delicate and quaint humor:

Querry

It is so precious sweet to be a little fool,
A pretty little petted simpleton,
And let the great big fellow you have won

Believe that he is captor, and his rule
Imperative, while round your finger tips
You wind him with a smile or pout of lips.

Who would be large and wise, and boastful rule,
When it's so "cute" to be a "little fool?"

Mrs. Wagner knows women as well as she does the desert.

To sum up, as a poet of nature, Mrs. Wagner approaches greatness. She soars far beyond the realm of first class minor poetry, aye, even to the very portal through which the great poets have entered in a burst of glory, and she stands on the threshold, the door ajar. Much of her verse is sonorous, stately, and much is lyric. Her work is the result of culture and she combines with Old World intellectuality, the haunting, wild beauty of the New, therefore it does not come as a surprise to learn that Mrs. Wagner's verse is more appreciated abroad than in her own country. Every poetry lover should have a copy of "The Lure of the Desert" on his library table.

("The Lure of the Desert." Harr Wagner Publishing Co. Bullock's.)

W. V. W.

Finding of Jasper Holt

Mrs. Lutz has a host of followers among those who like clean, healthful fiction,—the type of fiction that the mother does not fear to leave upon the library table, the type the clergyman is glad to recommend. In this novel of Mrs. Lutz's we find a tremendous force for good. She tells us how Jean Grayson, a delightful, beautiful, but heroic girl faces death in a train wreck, starvation in a desert, and finally derision from

family and friends, why?—because she believes and has the courage of her belief. Those who have followed with joy and interest the books of Mrs. Lutz since that charming romance, "Marcia Schuyler," expect and always will find life, spirituality, deep-hearted human interest. The reader of Jasper Holt will get more than is expected, as all the ingredients that made "The Best Man" and our other friends so popular, seems to be found in double measure in this tale. ("The Finding of Jasper Holt." By Grace L. H. Lutz. J. B. Lippincott Co. Bullock's.)

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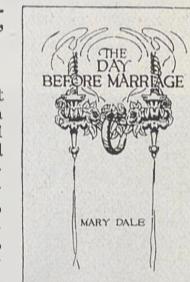
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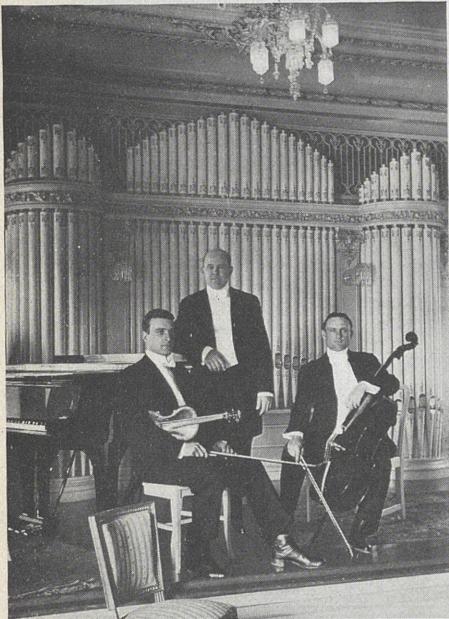
By W. Francis Gates

"HOW Oil Can Be Turned Into Music" might be the title of a book by G. Allen Hancock—but it isn't. For this multi-millionaire seems to get more excitement out of playing a new Reger trio than he does out of his \$1500-a-day that the forest of oil derricks, seen from his palatial home, brings him.

Naturally. Any really musical person would rather play half notes than receive Uncle Sam whole notes—even as you or I!

Mr. Hancock maintains the trio here pictured for his house-musicales and for his own pleasure. The violinist is Olney J. Dobbings, the violoncellist is Mr. Hancock, and the gentleman with the polished dome of thought, in the center, is William Edson Strobridge, pianist and organist and (whisper it) the assistant manager of the Los Angeles symphony orchestra, in which organization both Messrs. Hancock and Dobbings are listed.

The picture was taken in Mr. Hancock's music room, which seats about 200 persons and which is equipped with



an excellent and beautiful pipe organ. Adjacent, is Mr. Hancock's library of music. His catalogue shows over two thousand titles of ensemble works, largely of trios, of which he has a copy of every published one of value.

Several years ago, Mr. Hancock's mother determined to give him the best violoncello that could be found anywhere in the world. She found a Gagliano (1737) instrument in the hands of the leading collector of Paris; but wanting the opinion of various experts, she had it mixed with other instruments several times and then turned the experts loose to pick out the best one. Invariably, they selected the Gagliano. So it came to America for her son's use.

Its former owner sets a figure of \$25,000 on another, a Stradivarius, the only rival Hancock's instrument has. The latter says he would not sell his for that sum; and as he is not in pressing need of cash, even the current H. C. of L. will not throw Mr. Gagliano's product onto the market.

In view of the determined attempts to make the season of the Los Angeles Symphony Orchestra a success, it is interesting to learn what another city is doing in this respect. The manager of the Minneapolis Symphony Orchestra, Wendell Heighton, was in the city this week and he tells of the success of that organization and its enthusiastic support

in the Twin Cities. Minneapolis thinks a lot of its symphony orchestra, as demonstrated by its guarantee fund and its attendance on the concerts. Mr. Heighton gives interesting information on these points and tells what an asset Los Angeles has in its own excellent orchestra, under Mr. Tandler.

"We regard our symphony, under Mr. Oberhoffer, as being as great an asset as our flour mills," said Mr. Heighton, "especially since the enthusiastic reception given the men in New York and Boston, and Boston is generally regarded as knowing orchestra music when it hears it."

"Our orchestra is not so old as yours in Los Angeles, by six years, but from what I hear, our people seem to have a larger realization of its value as a civic and educational asset. Each year, the wealthy music lovers of Minneapolis and environs put up a guarantee of \$75,000 which they expect to be used—and we use it. The result is we have an orchestra of eighty-five men and Minneapolis is known not only as a place where they make flour, but a city where musical appreciation is at a high point. We give twelve Symphony concerts with famous soloists, twenty Popular concerts, with soloists, and four Young Peoples' concerts. Also, we give ten in St. Paul and make tours of perhaps ten or more weeks across the country and east."

"Your population here is considerably larger than ours. Including St. Paul, we figure about 600,000. Including your adjacent cities, you have how many? You say 700,000. Good; and I suppose that you have a guarantee fund for your orchestra of at least \$50,000 a year?"

"What No such fund? Why, do your wealthy people not know what the symphony orchestra is and does? In our city there are five men in one business that guarantee a thousand dollars a-piece and a sixth takes advertising on our programs to \$1,000. And that is only in one line of business, mind you."

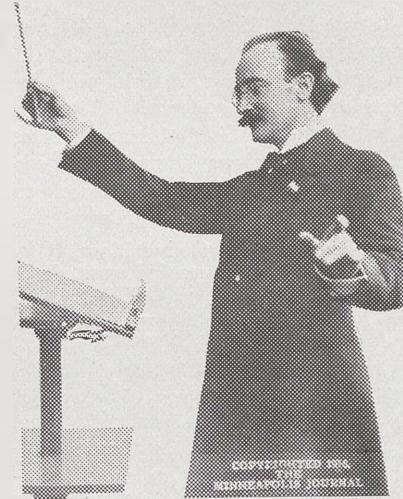
"Of course, I know that you are peculiarly favored, here in Los Angeles by the number of great artists Mr. Behymer brings to you. You hear many more than we do in Minneapolis. Our orchestra has to supply that need, by using soloists at its concerts. Your orchestra does not have to go to that expense. And so you do not have to have so large a guarantee fund. I am enchanted with Los Angeles, not having been here for more than twenty-five years until last fall. The fame of your orchestra, your choruses, your "Fairyland" opera, leads every one in the east to think that the city gives enthusiastic guarantee support to its orchestra."

"I don't want to talk too much about Minneapolis, but we turn out 2500 to 2600 to each symphony concert, and surely Los Angeles should do this well or better, from your larger population. With a strong guarantee fund, you can reduce the scale of prices, you can play to larger audiences, you can educate more people in good music, you can create a musical public that in time would place this city next to New York, Boston and Chicago in musical matters."

"I am told that you have a hundred orchestras in your public schools. Just think what an educational force this is for the finer nature of your children. We also give them special symphony concerts—and no trashy music, either. Your people can not afford to say, 'Play your music in school, but do not expect much when you grow up.' You must

give those beyond school age a chance to develop. Most of us musically are children—give us something to grow on. That is up to the people of wealth and culture. Wealth brings that obligation. It is a case of 'Noblesse oblige.' With what it has, Los Angeles can outdistance the remainder of the country—if it will. What you did for the production of 'Fairyland' you should do for your orchestra every year."

It is unfortunate that the management of the Minneapolis symphony orchestra should have listed for Los Angeles per-



Emil Oberhoffer

formance works which are on adjacent programs of the Los Angeles orchestra. There was no necessity for this, as the eastern orchestra had ample notice of what was listed on our year's series and the Minneapolis repertoire is much larger than that of the Los Angeles orchestra, owing to the much better financial support given the Oberhoffer band by the residents of its home city, and the larger number of concerts it plays.

And so it comes about that if one is dying to hear the Tschaikowsky fourth symphony he may be re-vivified by hearing it from the Los Angeles orchestra yesterday and today, and tomorrow by the Minneapolis players.

However, the latter orchestra will present several works Monday and Tuesday which are new to Los Angeles and which all lovers of orchestral music should hear. First and foremost is the new "Alpine" symphony of Richard Strauss. While this may not be given with all the noise he calls for, I understand the orchestra will be augmented by local players to bring it up to 100, with the pipe organ in the hands of W. F. Skeele, Ray Hastings, Charles Demore or some equally proficient player.

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This symphony has no division into movements but furnishes a musical moving picture of the Alps in their various phases. Other numbers of especial interest are a Reger "Ballet Suite," Strauss' "Don Juan" tone poem, Rachmaninoff's second symphony, and Stravinsky's "Fireworks"—which name might be given to a lot of other music.

The Minneapolis orchestra travels in the cars Livingston, Fenwood and Sinclair, and plays 35 concerts on the trip. It left Phoenix at two o'clock this morning and gets to Redlands at two o'clock this afternoon, where it plays tonight with its concert-master as soloist. It leaves Redlands tomorrow morning at 6:30 and arrives here at nine and gives its first concert at Temple auditorium in the afternoon. Mr. Oberhoffer, the conductor and Mr. Heighton, the manager, are booked at the Rosslyn.

The main attraction as soloist is Marcella Craft, and it is not necessary more than to mention her name in Los Angeles, her work is so well known and admired. Tuesday night she will sing an aria from Wagner's first opera, "The Fairies," written in 1833, when Wagner was a twenty-year-old chorus master at Wurzburg. Doubtless this is the earliest work of Wagner's now being performed. Also, Miss Craft will sing a scene from Richard Strauss' "Salome," arranged for her by the composer, and used only by her.

The concert master of the orchestra, Czerwonky, and the chief 'cellist, van Vliet, will be heard in solos during the concerts—but we have pretty good material of that sort in our own orchestra, as Mrs. Simonsen's performance this evening doubtless will attest. The interest of the Minneapolis performance lies in the works it will offer us which are new to our concert halls—and for these, thanks be.

When Marcella Craft arrives for her performance with the Minneapolis symphony orchestra, next week, she will bring her parents from Chicago and will, it is said, install them in a handsome home which she has bought in Riverside. It will be remembered that it was from Riverside that Miss Craft started out to conquer the world; and she resolved then that if her hopes for a vocal career were brought to a financial success she would purchase a home in Riverside for her parents and for herself, when she should want to retire from the stage. Ever since she left Riverside her parents have been in Chicago, save when Mrs. Craft was with her daughter in Europe. Miss Craft will sing an aria from "Salome" by Richard Strauss, with the orchestra next week, an aria arrangement which was made by the composer for her and which she, only, sings.

Lester Donahue is back in New York, after playing several programs on the

North Pacific coast. On Jan. 20 he played with the Rubenstein Club, in New York.

John McCormack recently added up his bank account and concluded he now could afford to become an American citizen, and took out his first papers. Harry Lauder, next; someone will lend you the fee.

The U. S. Grant

The U. S. Grant hotel at San Diego, which bears the reputation of being one of the best combined commercial and resort hotels in California, was a powerful influence in the almost phenomenal growth of San Diego in the last few years.

The beautiful concrete building which is of latest construction was erected at a time when the future of the city was not painted even by the boosters in the rosiest hue. But it was realized that if the city was to expand, a good hotel was the first step of importance.

Tourists were not coming to San Diego because the hotel accommodations were poor. But with the opening of the U. S. Grant hotel and the comfort and service it furnished at a minimum in price, visitors began coming by hundreds. Some shortly became permanent residents. They erected miles of bungalows, miles of streets were paved, business houses needed more room and they were forced to expand. Confidence in the future of the city was restored and improvements came so fast that those who had lived long in Southern California were amazed. Former residents who had not visited San Diego in a few years came back and admitted they were lost in the business district. The city grew from 39,000 to nearly 100,000 in four years time.

At present, San Diego is one of the best known tourist cities in America. It had the climate to offer, but before the erection of the U. S. Grant it could not give proper accommodations to those who wished to come. All these conditions are now changed. The U. S. Grant has become the center of social life among members of the winter colony through the brilliancy of its entertainments during both the winter and the summer seasons. During the winter the tourists come from the frost-bitten East and in the summer they come from Arizona and other inland states where the sun becomes too warm for comfort. The same refreshing breezes which are offered the winter guest are offered those who prefer to come in summer.

The hotel is under the direction of J. H. Holmes, managing director and O. L. Chaffin, assistant to the manager.

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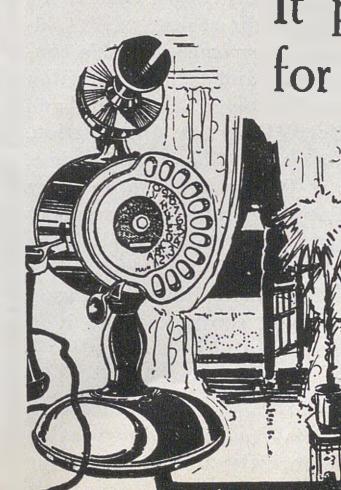
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Cheaters

By Pearl Rall

THIS WEEK has been a most interesting one in local theatrical circles. What with George V. Hobart's sugar-coated modern morality-play, "Experience," at the Mason, a new leading woman making her bow to us in one of the most deliciously subtle comedies imaginable at the Morosco and Vivian and Genevieve Tobin, at the Orpheum, proving to us in one of those justly famous Washington Square playlets that "The Age of Reason" is in childhood rather than in those years heretofore considered within that mental period, we have

in the "corridors of chance," by the way of "disillusion," to the "house of last resort" where character is tested to the limit, on to the "street of remorse" and the "house of lost souls" until the "street of forgotten days" brings back memories that lead to the "land where the dreamer wakens" and ends the pilgrimage—better than most journeys of this character end in real life. The succession of episodes are kaleidoscopic, fascinatingly gay or grippingly somber as befits the incident.

Conrad Nagel is an ideal type for Youth, frank, winning, intelligent and finely strung to catch life's melodies. He



Muriel Worth at Orpheum

been enjoying a particularly full and fine program.

Seldom does so uniformly talented a company and well-staged a performance of such large proportions as the Elliott-Comstock-Gest production reach this far west coast and the fact that it is a "morality" play does not matter since it is couched in every day language and comes clothed in the same raiment that you and I and our friends wear. In fact it is so "human" we scarcely realize that a sermon lies beneath the brilliant, swiftly moving scenes. Even the dreariness and dark-hued pictures of vice and poverty become merely incidents that emphasize the brightness and beauty of life's pleasanter experiences. That the lessons are driven home artfully, however, is proved by the ripples of applause which punctuate each epoch in Youth's progress through the "streets of vacillation," along the "primrose path,"

displayed considerable emotional ability in several climactic situations. Another especially notable bit was that of Frailty by Florence Flinn—the average woman, too weak for the struggle against the world, who takes "the easiest way." Edmund Elton as Experience, Youth's constant companion and friend, Chilton Faulkner as Blueblood, Despair and Poverty, Alice Palmer as Intoxication, John Harrington as Chance and Crime, Albert Gran as Wealth and George Berry as Grouch stood out among the galaxy of well-portrayed types. Despite the sermon in the symbol the manner of presentation has been filling the Mason this week and will continue to fill it in the coming week.

* * *

Now if Richard Dix does not learn to make love I shall put him down as a hopeless case, for Miss Bertha Mann, the new leading woman at the Morosco, is

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enough to make any man's heart beat decidedly faster. She is pretty, winsome, modest and, judging by last Sunday's performance in "A Woman's Way," an actress of ability. And the audience agreed with me,—which is far more significant and important to Mr. Morosco and Miss Mann. As the "other woman," who has fascinated and pulled the wool over a silly, deluded husband, Audell Higgins proved a most interesting type of "merry widow," with a string of other moths, all from the same family, trailing after her. Thomas Buchanan's deliciously clever comedy is the brand of humor suitable to the Morosco Theater. It does more than amuse—without any one realizing it.

* * *

No one these days pays much attention to the children's side of the divorce matter. But Beatrice and Elinore, two ultra-modern little women of boarding school type, pictured by the Misses Tobin at the Orpheum this week, in "The Age of Reason," sit in judgment on their elders and find them very childish and emotional and deal with them accordingly. The humor is delectable and the ultra-modern settings are most appropriate and attractive. Of the remainder of the program Harry Mayo and Harry Tally, from the former Empire City Quartette, and Al Shayne with the freak voice and an unnamed partner who puts up the best out-of-the-audience stunt I have seen in many a day (for a time I was mortally sure it was an honest-to-goodness crank fight), were the more meritorious. A lot of good talent was wasted in the course of the afternoon, however, in foolery. But there is always a contingent enjoys this nonsense so why be "raspidious?"

Local Girl Featured at Orpheum

Top places at the Orpheum for the coming week go to Muriel Worth and Clayton White; the featured acts are Pat Rooney and Marion Bent, and Donohue and Stewart. Miss Worth is well known here personally as a former Hollywood girl, but artistically she is one of the supreme dancers of the land. She is a premiere danseuse without an American rival, and her petite beauty and grace are the delight of everyone, while her taste in gowns is extraordinary. Clayton White, one of vaudeville's real dramatic stars, brings an unique sketch, "Peggy," laid in the star dressing room of a theatre on Christmas eve, when all the troupers have a grouch, and the stage carpenter, White, settles things. Pat Rooney and Marion Bent are still "At the News Stand" but that vehicle is undergoing constant changes with the team. It is full of bright news, late dailies, song sheets and all that. Donohue and Stewart appear "Naturally"—what it means is left to a guess. John and Winnie Hennings as the "Killkare Couple" will have some piano antics to contribute to the good of the order and Burdella Patterson, a perfect figure of a woman, will pose in a spotlight—and some colored pictures. "The Age of Reason" with Vivian and Genevieve Tobin, and Mayo and Tally are the holdovers.

"Experience" Repeats Record Runs

"Experience" will remain at the Mason Opera House for a second week and there will be a bargain matinee next Wednesday, and a special price matinee Saturday afternoon. The famous New York-Boston "Experience" organization with its cast of 82 noted players and its galaxy of beautiful young girls will then return to San Francisco for a second and extended engagement. In New York demand for "Experience" was so great that it moved from the Booth Theatre to the large New York Casino and finished its run at the Maxine Elliott Theatre. In Boston the citizens petitioned Mayor Curly and the governor of that commonwealth, then Hon. Thomas F. Walsh, to

have "Experience" run extended in Boston after its allotted time had expired. It remained at the Boston Opera House a month, later moving to the Wilbur Theatre where "Experience" finished its Boston engagement. This is the first time in a decade any attraction has played three theatres in Boston in one season. In Chicago the run of "Experience" was extended three times, and in Philadelphia it was necessary to have four extensions, something very unusual for that city.

Maid of Orleans Film Continues

"Joan the Woman," Cecil B. De Mille's cinema masterpiece in which Geraldine Farrar is seen as the immortal Maid of Orleans, will continue for a fourth week at the Majestic. Never in the history of Los Angeles has a photodrama created the sensation that this wonderful production has. Both the public and the press are unanimous in their praise of the wonderful artistry of the star, the masterly direction, beautiful photography and the gripping and thrilling scenes.

Star of a Thousand Gowns

Valeska Suratt is coming to Miller's Sunday for one week in "The New York Peacock," of the dizzy, swirling ruinous White Light Life of New York. The star of a thousand gowns plays Zena, a woman with the charms of a Cleopatra and the heart of a stone. The story is full of surprises, thrills and sensational episodes and is one of the most interesting ever unfolded on any screen. Some of the most elaborate interiors were built for the production including the great gambling scene in the home of the siren and the replica of an old Roman Bath. Harry Hilliard is the leading man and the big company includes Claire Whitney and Alice Gale. Another new Foxfilm comedy called "The Cloud Puncher" and promised to be full of laughs and stunts is the added attraction to the big program of good things.

Boston National Grand Opera

Boston-National Grand Opera Company, whose performances will be recalled with considerable pleasure, returns for a limited engagement of one week, commencing Monday evening, February 19, at Clune's Auditorium. And on next Thursday morning, February 8th at Clune's Auditorium Box Office, tickets will be placed on sale for the first season of opera in 1917 in Los Angeles. The principals will include the favorites of last season Tamaki Miura, Japanese prima donna; Maggie Teyte, Riccardo Martin, G. Gaudenzio, G. Zenatello, Jose Mardones, Thomas Chalmers, Thomas Marr, and a number of other equally famous stars among them being Luisa Villani, dramatic soprano, Francesca Peralta, Mabel Riegelman, Tovio Kittay, a splendid tenor, George Baklanoff, baritone, and Virgilio Lazzari, a basso.

Yvette Guilbert Here Saturday

Yvette Guilbert, the French singer-actress who will be heard at Trinity Auditorium next Saturday afternoon, February 10th and Tuesday evening, the 13th, occupies a most unique position in the world of art. Guilbert does not pose as a prima donna but within the compass of her voice there lies every possible expression of human emotions. As Mme. Guilbert has clothed herself in costumes historically correct of the period about which she is singing, she has a very able young assistant to fill in the pauses between groups in the person of Emily Gresser, violinist. Particular attention is directed to the exquisite musical settings for the Guilbert songs, many of which have been arranged by the accompanist who is with her, Mons. Gustave Ferrari. Each program in this city will be completely different. The Saturday afternoon one will be devoted to the "Ten Types of Women in Ten Songs."

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**Do not try to cross
in front of a moving
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estimate it and there
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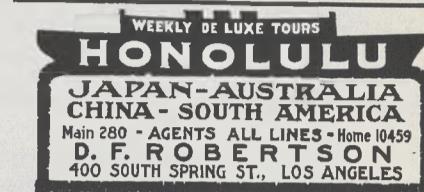
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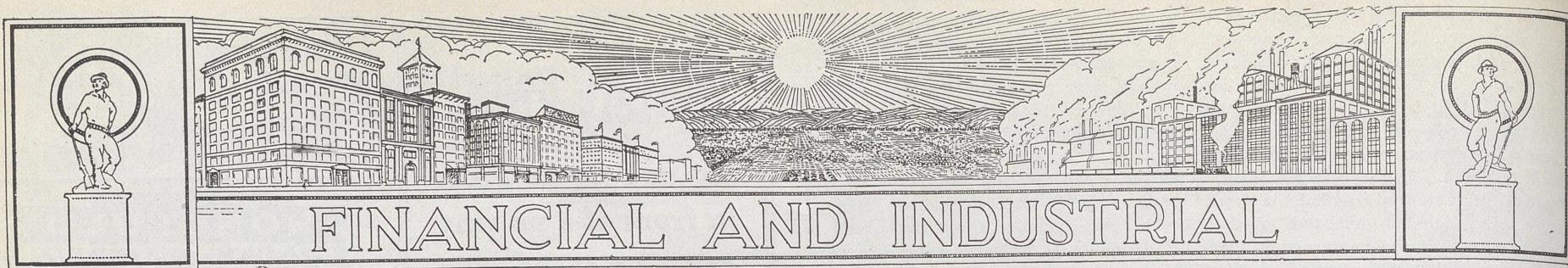
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FINANCIAL AND INDUSTRIAL

PACIFIC MUTUAL

WHEN Leland Stanford, one time governor of California and for a term of years senator in the national congress, with his associates founded the Pacific Mutual Life Insurance Company three years after the close of the civil war, they builded better than they knew. Mr. Stanford, like Carnegie, gathered around him in this new enterprise men of high rank in the financial circles of the coast and the first directorate listed such names as Charles Crocker and Mark Hopkins who had been actively interested in the building of the first transcontinental railroad and other works of equal importance.

Mr. Stanford, who early realized the necessity of developing strong financial institutions in this new section of the country, was confident that a well-organized life insurance company founded on the same lines as those



George I. Cochran

companies which had been successful in the east would not only be successful here but would prove a positive benefit to the entire community. He thus organized the Pacific Mutual in 1868 and became its first president. The company received a liberal charter from the state permitting it to write life, accident and health insurance, thus covering the full field of personal protection.

Always the first in initial movements of importance, Mr. Stanford was naturally one of the first to take out a policy in the new company and after passing a successful examination secured a \$10,000 Ten Payment Life policy which he carried through to maturity, at which time its value because of dividend additions exceeded \$13,000.

There is quite a romance attached to this policy for it seems that it was filed away among a lot of old papers and apparently forgotten, for when Mr. Stanford passed away in 1893, a year of great financial depression throughout the nation, his people did not know of its existence. His secretary accidentally found it one day among his papers and it was turned over to the estate and later liquidated at the office of the company. Notwithstanding Mr. Stanford's immense estate, his widow and Stanford University were greatly in need of funds, the latter so much so that it contemplated temporarily closing its doors, but the finding of this policy enabled Mrs. Stanford to use a large part of the proceeds to keep open the doors of the university.

The first offices of the company were at Sacramento and later at San Francisco where it built its own building at Montgomery and Sacramento streets. The great fire of April, 1906, destroyed the building and contents, excepting what was in the vaults and what at that time was considered a dire misfortune by the stockholders later proved to be a blessing in disguise and a lasting benefit to Los Angeles. In this city there was the Conservative Life Insurance Company, which had been doing a successful business for about six years. At the head of this institution was Mr. George I. Cochran, who with his associates, was informed that a controlling interest in the Pacific Mutual could be secured. This was done and the two

companies consolidated, the name and charter of the Pacific Mutual being retained since it was the larger and better known of the two. Among the assets transferred from the Conservative Life to the Pacific Mutual was the former's building at Third and Hill streets in this city, now known as the Exchange Building.

When the Pacific Mutual lost its home office in San Francisco and the consolidation had been effected the entire office force was moved to this city and quartered in the Conservative Life Building. The company shortly afterward decided to remain in Los Angeles and to erect for itself a new building at the corner of Sixth and Olive streets which is now its head office. This combination gave the company assets amounting to about \$12,000,000, but during the ten years that have since elapsed they have increased by leaps and bounds until they now total \$38,727,197. More than \$14,000,000 of its assets are loaned out here on first mortgages, while many of the improvements which have been made in this section were financed by the Pacific Mutual. Los Angeles may well be proud of this, the largest, oldest and strongest life insurance company west of Chicago.

Public Utility Bonds

Investors desiring a bond that measures up to every requirement of sound investment principles and also yields a generous interest return, will find a public utility bond, carefully selected and secured by a mortgage on valuable property, an investment of substantial character.

The public nature of the business of these corporations and the importance of their service to developed and civilized communities forms the principal factor upon which their excellent record in the past is founded. They furnish the every day necessities of modern life, and, even during business depressions, their earnings show a constancy and stability difficult to equal in any other business enterprise.

Regulation of public service corporations by commissions is now in force in nearly every state of the Union. These commissions, as a rule, exercise control over bond and note issues as well as rates, and have frequently been a decided protection to security holders of corporations operating under their jurisdiction. By their inclination to fairness and justice they protect both the public and the investor.

There are many issues, actively traded in, in this market which provide a good return on the investment and are also tax exempt in California. Among them are:

San Joaquin Light and Power 1st and ref. 6's.

California Telephone & Light, 1st mtg. sinking fund 6's.

Pacific Gas & Electric, general and ref. 5's.

Great Western Power, 1st mtg. 5's.

Southern California Edison, general mtg. 5's.

Coast Counties Light & Power Co., 1st mtg. 5's.

Southern Counties Gas, 20 year Gold 5½'s.

San Diego Con. Gas & Electric, 1st mtg. 5's.

Pacific Coast Power, first 5's.

Los Angeles Gas & Electric, 1st and ref. 5's.

Pacific Light and Power, 1st 5's.

Santa Barbara Gas & Electric, 1st 5's.

Pacific Coast Co.

A long range view of conditions here in California is that presented by the Wall Street Journal in a recent issue.

"The great improvement in general business conditions on the Pacific Coast and the increase in earnings of the Pacific Coast Co. have now culminated in resumption of dividends on the company's common stock. The expectation is that dividends of 1 per cent will be paid quarterly provided present conditions are maintained."

"The company is earning considerably better than a 4 per cent dividend rate on the common stock, in fact, it seems

probable that surplus after charges this year will be fully up to last when 5.2 per cent was earned on the \$7,000,000 common, after paying 5 per cent on the \$1,525,000 first preferred stock and 4 per cent on the \$4,000,000 second preferred.

"Resumption of dividends at this time was due in large measure to the great improvement in the shipping business and also in the coal business, which has in the past been a great source of profit to the company.

"It is important to note that the Pacific coast is one section of the country where business conditions are expected to make further improvement after the close of the war. Such prosperity as it is at present enjoying is not traceable to the war. Rather the coast has suffered from the lack of shipping facilities and quiet conditions in the lumber industry. The lumber industry is now, however, showing considerable improvement. Business conditions on the Pacific coast are now better than they have been in seven or eight years.

"Last summer and in the early fall the company was hampered by labor troubles, the longshoremen's strike not being settled until early October. Although gross earnings of the company for the four months ended with October 31 showed a substantial increase, net earnings for the period fell behind the corresponding period of the previous year. It is believed that earnings for the winter months, however, will show good increases over last year.

"Substantial economics and increase of earnings are expected to result from the arrangement which went into effect Nov. 1 last, whereby ships of the Pacific Coast Co. and eight ships operated by the Pacific-Alaska Navigation Co. were taken over to be operated by a new company known as the Pacific Steamship Co."

Commends the British Loan

A prominent banker says: "If there is anything on earth which would seem to be a sound investment it is the new British one and two year 5½% notes offered on a 6% basis. Practically speaking, in considering the debt of England all that the American investor need worry about is the external debt. This amounts at the outside in the case of England to \$1,200,000,000. And this includes not only the \$1,050,000,000 loaned by the United States, but about \$150,000,000 floated in certain other neutral countries. The internal debt is a matter of bookkeeping so far as the American investor is concerned."

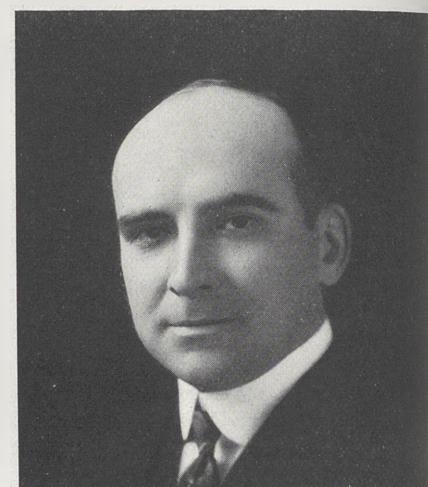
"The real value of these notes is that they give the investor a call for twenty years on British credit at 5½%. It requires no optimist to believe that even ten years after the war Britain's credit will be reflected in 4% securities at par. That has been the history of great nations following great wars, and I am not assuming the role of prophet in stating that it will undoubtedly be England's record when this struggle is ended."

SECURITY TRUST AND SAVINGS

AT the annual meeting of the stockholders of the Security Trust and Savings Bank, members of the existing Board of Directors were re-elected, and in addition S. F. Zombro was also elected a member. There were also several changes and promotions in the official staff of the Security, the most important of which being the election of W. D. Longyear as Second Vice President, to succeed John E. Plater, resigned.

Mr. Longyear has been active in the management of the Bank since 1890, when the institution was but one year old and its deposits less than a quarter of a million dollars. Since 1895 he has been cashier, secretary, and treasurer of the Security, and is now chairman of the Executive Council of the California Bankers' Association.

Mr. Plater, who remains on the Board of Directors, was President of the Los



R. B. Hardacre

Angeles Savings Bank, which bank was consolidated with the Security in 1904. He is one of the pioneers in the banking business on the Pacific Coast.

R. B. Hardacre, elected cashier, began his banking career as a clerk in the First National Bank of Chicago and was with the American National Bank of Los Angeles before joining the Security forces some nine years ago. T. Q. Hall, now treasurer, entered the service of the Security as a messenger boy in 1891 and has risen from the ranks to his present position. W. M. Caswell, secretary, has been an assistant secretary since 1904, prior to which time he was cashier of the Los Angeles Savings Bank for a period of more than seventeen years. H. Smock, who was elected an assistant cashier, was for four years, before coming to the Security, Bank Commissioner for the State of Oklahoma. W. D. Otis, elected an assistant secretary, was auditor of the Southern Trust Company at the time that institution was consolidated with the Security, and is President of Los Angeles Chamber, American In-



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STANDARD OIL COMPANY
(CALIFORNIA)

stitute of Banking. F. H. Thatcher, appointed auditor, was for some time chief deputy in the office of the Superintendent of Banks of this State, and an assistant auditor of the Security.

During the meeting President Sartori reported to stockholders that the deposits of the Security Trust & Savings Bank had increased from \$42,153,582.96, January 1st, 1916 to \$51,179,511.43, January 1st, 1917, and that the number of depositors' accounts during the same period had increased from 94,000 to 100,827.

He also reported a satisfactory increase in the business of the Security National Bank.

United Railroads

The protective committee for the 4% sinking fund bonds of United Railroads of San Francisco, recently organized by eastern bankers, and of which John Henry Hammond of Brown Brothers & Co. is chairman, has issued a letter to holders of the bonds, pointing out what its members consider inequalities in the reorganization plan proposed by the San Francisco protective committee.

The eastern committee asserts that the sacrifice of capital to the holders of the 4% bonds as contemplated under the San Francisco plan is not necessary and a reorganization can be accomplished without this sacrifice. In addition to this objection to the San Francisco plan the committee says that the latter does not adequately provide for the expiring franchises, the necessity of refunding the debt and the proper financing of the company, all of which are principal factors in making necessary the reorganization. The San Francisco plan of providing for the debts of the company, the committee says, is of too temporary a nature as the new securities would mature prior to Sept. 1, 1924, and thus might render a second reorganization necessary.

Future extensions, improvements and other capital requirements for the future are not provided for and the committee asks that it be given an opportunity to devise a more equitable plan as the controversy over the reorganization is between the bondholders, who have no voice in the management of the property and the holders of the junior securities, who have controlled its management for 11 years. The junior security holders have approved the San Francisco plan but all bondholders have a common interest in securing more equitable terms for themselves. The new committee says that it recognizes the sincerity of the San Francisco committee and desires to enter into negotiations with it for an amicable adjustment of differences and a satisfactory reorganization of the corporation and its finances.

Farm loan associations in San Diego county have been organized at El Cajon, Escondido, Encinitas, Fallbrook, Ramona, Julian, Chula Vista and La Mesa.

A Million And a Half to Depositors

During 1916 the Security Trust & Savings Bank paid to its depositors in interest \$1,476,684.66.

It is a source of gratification that we have assisted in the growth of our depositors accounts, which now number over 100,000, to this extent.

We shall be glad to have YOU share in our interest to depositors this year.

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ATCHISON

The report, in detail, of the Atchison, Topeka & Santa Fe as filed with the Interstate Commerce Commission for the month of November and five months ended Nov. 30 compares as follows:

	1916	1915	Changes
Mileage	8,648.21	8,626.50	Inc. 21.71
Freight revenue	\$7,905,772	\$6,904,463	Inc. \$1,001,309
Passenger revenue	2,107,846	2,297,887	Dec. 190,041
Total operating revenues	\$10,875,051	\$10,030,739	Inc. \$844,312
Maintenance of way and st.....	1,079,412	1,249,382	Dec. 169,969
Maintenance of equipment.....	1,668,248	1,373,944	Inc. 294,303
Total operating expenses	\$6,024,300	\$5,528,215	Inc. \$496,085
Taxes	544,254	436,612	Inc. 107,641
Operating income	\$4,305,486	\$4,064,849	Inc. 242,636
July 1 to Nov. 30:			
Freight revenue	\$38,483,744	\$29,623,529	Inc. \$8,860,215
Passenger revenue	11,477,585	12,985,260	Dec. 1,507,675
Total operating revenues	\$54,013,018	\$46,522,292	Inc. \$7,490,726
Maintenance of way and st.....	6,544,112	6,204,614	Inc. 339,498
Maintenance of equipment.....	8,078,487	7,006,009	Inc. 1,072,478
Total operating expenses	\$30,378,592	\$27,159,175	Inc. \$3,219,417
Taxes	2,545,696	2,108,580	Inc. 437,115
Operating income	\$21,082,492	\$17,238,849	Inc. \$3,843,642

California Petroleum

Development of the Bell Ranch property in California is for the joint benefit of the Pan American Petroleum & Transport Co. and the California Petroleum Corporation. One well, good for about 10,000 barrels a month, already has been brought in on this property, and several others are close to completion. There are approximately 10,000 acres in the property.

This acreage is only a part of recent purchases in California by E. L. Doheny for the benefit of Pan American Petroleum Co. Those purchases are understood to have totaled several million dollars. As a result, Pan American now has considerable oil holdings in that State.

At the time of the formation of the Pan American company it took over about 45% of Mexican Petroleum common stock and slightly more than 75% of the preferred, giving it a majority stock interest in the company. In addition, it acquired the Petroleum Transport Co., the big Mexican tank steamer company, the Coloc Co., a marketing company in South America, and the Buena Fe Co., a producing company in California.

Since then the Pan American company has become much bigger through its purchases in California and elsewhere. It is understood to have acquired enormous land holdings in South America, where because of high prices of coal the fuel oil business is especially attractive.

Operation of the Bell Ranch property for the joint benefit of the Pan American and the California Petroleum companies is accomplishing for all practical purposes one of the aims desired in the proposed consolidation of California companies under the direction of Do-

heny interests. This situation puts California Petroleum Corporation in the best position it has ever been in. The terms of the arrangement so far as California Petroleum is concerned are known to be unusually favorable.

Regardless of any probable offer for the stock of California Petroleum by Pan American company, the outlook for California Petroleum Corporation now is the best it ever had. The present is the first time since the company has been in business that anything like favorable prices have prevailed for oil. Since the latter part of 1912, when the company was organized, extremely low prices have been paid for oil, as low as 25 cents a barrel at times. As a result, it has been unprofitable to attempt to bring in new production.

Now, however, prices are more than double those of a year ago, and, because of the continued excess of demand over supply, higher prices are regarded as certain. In the last few months of 1916 California Petroleum Corporation averaged about 50 cents a barrel. This price may be raised within a short time because of new arrangements.

It is figured that California Petroleum this current year will earn about 12%, or enough to pay the full 7% annual dividend which the preferred stock is entitled to and the 5 1/4% now in arrears.

McWilliam Leaves Los Angeles

E. G. McWilliam, for the past two years Manager Department of Publicity and New Business of the Security Trust & Savings Bank, has accepted a position with the Guaranty Trust Company of New York City, and will leave Los Angeles in the near future to take up his new work. Mr. McWilliam is to become an assistant to Vice President Stetson

of the Guaranty Trust Company in the banks and bankers division of that institution.

Mr. McWilliam is now President of the American Institute of Banking, the educational section of the American Bankers Association, with a national membership of over 20,000 bank men, and in 1912 was President of New York Chapter of that organization. A. C. Hoffmann, who was Mr. McWilliam's assistant, has been appointed Publicity Manager of the Security.

Gasoline Soaring

Despite big expansion in the petroleum refining capacity in the last year, the gasoline situation threatens to become far more acute than a year ago. Never have such high prices prevailed for gasoline in mid-winter as now, and with the normal increase in demand due to the active automobiling season of the late spring and summer, there is bound to be an advance in prices to a much higher basis.

The Riverside Press estimates that the orange and lemon crop for California the coming year will total 51,150 cars.

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S. E. Cor. Sixth and Spring

OFFICERS
W. H. HOLLIDAY, President.
J. H. RAMBOZ, Cashier.
Capital, \$1,000,000.
Surplus and Profits, \$500,000.

HIBERNIAN SAVINGS BANK
Second Floor, Hibernian Bldg.
Spring and Fourth

GEORGE CHAFFEY, President.
GEORGE A. J. HOWARD, Cashier.
Capital, \$400,000.00.
Surplus and Profits, \$77,655.00.

NATIONAL BANK OF CALIFORNIA
N. E. Cor. Fourth and Spring

J. C. FISHBURN, President.
H. S. MCKEE, Cashier.
Capital, \$500,000.00; Surplus and Undivided Profits, \$200,000.

COMMERCIAL NATIONAL BANK
401 South Spring, Cor. Fourth

W. A. BONYNGE, President.
MALCOME CROWE, Cashier.
Capital, \$300,000; Surplus and Undivided Profits, \$180,000.00.

FIRST NATIONAL BANK
S. W. Cor. Seventh and Spring

STODDARD JESS, President.
W. T. S. HAMMOND, Cashier.
Capital, \$1,500,000; Surplus and Profits, \$2,537,953; Deposits
\$25,270,000.

FARMERS & MERCHANTS NAT. BANK
Corner Fourth and Main

I. W. HELLMAN, President.
V. H. ROSSETTI, Cashier.
Capital, \$1,500,000.
Surplus and Profits, \$2,000,000.

CITIZENS NATIONAL BANK
N. W. Cor. Fifth and Spring

A. J. WATERS, President.
E. T. PETTIGREW, Cashier.
Capital, \$1,500,000; Surplus \$500,000;
Undivided Profits, \$235,441.61.

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—Just beautiful styles for afternoon wear.

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—Straight cut, box pleated frocks with belts that cross—Russian Blouse Frocks of Georgette embellished with gold.

—And so many of them!—in black—rose—gold—gray—green—light blue—Burgundy—and navy blue—

—Isn't it an evidence of skill and a compliment to Bullock's if they are notable values at \$25—and would you, if their secret were yours, would you think it wise to tell it so that everyone might know? Knowledge is Power in the Fashion marts as everywhere—and whatever of knowledge that Bullock's may possess is directed always towards the best interests of Bullock's.

—Women will be delighted with these Dresses at \$25. Will you be one of them? 3rd floor.



Sports Silk Exposition

---of surpassing interest --- a series of displays that is more inclusive than limited

—and that is abounding in ideas for these beautiful, striking, practical new Suits, Coats, Skirts of Springtime that are at the same time most notable for their personality and difference—

—“Khaki-Kool,” in a wonderful range; “Fairway,” the new roughly woven, “soft speaking” silk in rich colors; “Yo San,” with all its daring; “Piping Rock,” a silk of charm irresistible; “Meadowbrook,” the Sports Satin, most exquisite.

—“Faille Matinee,” “La Jerz,” “Silk Jersey,” “Tussah”—and other silks innumerable.

Bullock's
Los Angeles